

# TODAY'S GROCER

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## Christopher Miller Named President of Associated Grocers of Florida



CHRISTOPHER MILLER

Associated Grocers of Florida, Inc., Florida's largest wholesale grocery distribution company, has announced the appointment of its new President, Christopher Miller. The Associated Grocers Board of Directors unanimously ap-

pointed Miller to the position.

Christopher brings over 27 years of experience in the food distribution business, starting his career with Bozzuto's of Cheshire, CT. He relocated to Florida 15 years ago to join Associated Grocers as Director of Distribution and soon after was promoted to Vice President of Distribution and Transportation. Christopher has contin-

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## BI-LO and Winn-Dixie to Merge

Combined Company to Operate Stores in Eight States



RANDALL ONSTEAD

BI LO, LLC and Winn Dixie Stores, Inc. announced that the companies will merge to create an organization of approximately 690 grocery stores and 63,000 employees in eight states throughout the southeastern United States.

Under the terms of the definitive agreement, BI LO will acquire all of the outstanding shares of Winn Dixie stock in the merger. Winn Dixie shareholders will receive

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# CELEBRATION!

## Goya Foods Unveils New Miami Distribution Center

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FRANCISCO R. UNANUE  
President  
Goya Foods of Florida



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■ SAVE-A-LOT management gathers inside the new North Carolina distribution center, marking the opening of the Lexington facility.

## Save-A-Lot Opens New Lexington, NC Distribution Center

\$24 million Collaborative Project to Support Regional Growth

Save-A-Lot, and a wholly owned subsidiary of SUPERVALU celebrated the grand opening of its new 330,000 sq. ft. food distribution center in Lexington, N.C., on November 30. Construction on the state-of-the-art facility, which is located in Lexington's Business Center, began in January.

The new Save-A-Lot distribution center initially employs 35 employees with the potential for hiring additional employees once the facility reaches full capacity. The project is the result of collaboration with the state of North Carolina and its One North Carolina Fund, the North Carolina Department of Commerce, Davidson County and the City of Lexington.

The grand opening ceremony, included remarks by Davidson County Board of Commissioners Chairman Tommy Hedrick, Davidson County Board of Commissioners Vice President Larry Potts and Lexington Mayor John Walser, as well as a ribbon cutting and guided tours of the building.

"This project represents an investment of more than \$24 million in North Carolina," said John Gerber, Save-A-Lot vice president of distribution. "We are committed to growth in the region. We completed construction ahead of schedule and are thrilled to now be able to begin serving our Save-A-Lot stores throughout the area."



■ SAVE-A-LOT Employees gather for a group photo November 30 during the grand opening of the 300,000-sq. ft. food distribution center in Lexington, N.C. The distribution center will initially employ 35 people and will service more than 70 Save-A-Lot stores within a 150-mile radius.



■ To commemorate the opening of the new distribution center in North Carolina, Save-A-Lot donated \$5,000 to Pastor's Pantry and Communities in Schools of Lexington-Davidson County.

## C&C Buys Hornsby's Hard Cider From E. & J. Gallo Winery

Irish Cider Company Looks to Expand to U.S.

C&C has purchased the iconic Hornsby's Hard Cider brand from E. & J. Gallo Winery. Included in the sale were trademarks, inventory, formulas and global rights to the Hornsby's Hard Cider brand.

"We are pleased to announce the acquisition of Hornsby's which represents a significant step towards the development of our international cider-led strategy," said Stephen Glancey, C&C's chief executive officer. He added, "The transaction doubles our volume

in a rapidly growing market, broadens the scope of our cider portfolio and presents significant opportunity to develop the Hornsby's brand throughout North America."

C&C is one of the leading cider companies in Europe, manufacturing the premium international cider brand, Magners. Complementing C&C's strong presence in the U.K. and Ireland markets, Hornsby's Hard Cider provides C&C with the second largest cider brand in the U.S. market. Hornsby's Hard Cider was launched in 1994 with the introduction of its Amber Draft.

"While hard cider is becoming more popular in the

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■ Susan Roberts, event host, Eyewitness News Anchor, WPRI pictured with Neil Steinberg, keynote speaker, CEO of The Rhode Island Foundation and Mark McGowan, President, Stop & Shop New England Division.

## Stop & Shop Receives Outstanding Philanthropic Corporate Award

The Stop & Shop Supermarket Company LLC received accolades as the 2011 Outstanding Philanthropic Corporation at an awards ceremony hosted by the Rhode Island Chapter of the Association of Fundraising Professionals. The award was accepted by Mark J. McGowan, president, Stop & Shop New England Division.

National Philanthropy Day, hosted annually by RI-AFP, was attended by several hundred community leaders. The Boys & Girls Club of Pawtucket nominated Stop & Shop for the esteemed award. The breakfast event was held at Rhodes on the Pawtucket in Cranston.

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## Chiquita to Consolidate Corporate Headquarters in Charlotte

Chiquita Brands International, Inc. has announced plans to relocate its corporate headquarters to Charlotte, North Carolina, from the company's current location in Cincinnati, Ohio. The relocation will include more than 300 positions currently based in Cincinnati. Chiquita will also consolidate other corporate functions in Charlotte by bringing more than 100 additional positions currently spread across the U.S. to improve execution and accelerate decision-making. The move is expected to be complete by the end of 2012.

"After an extensive review of our capabilities and needs, we are confident

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■ Mark Quandt, Executive Director and Sue Litner, Director and Sue of Agency and Program Services of the Regional Food Bank of Northeastern New York were recently presented a \$10,000 check by ShopRite Supermarkets' Shopper Advocate, Shannon DeFreese. The donation is part of the ShopRite Partners in Caring hunger fighting initiative. The money will benefit for pantries throughout the Capital Region.

## Perkins & Marie Callender Emerge from Bankruptcy

Perkins & Marie Callender's Inc. has successfully completed its financial restructuring and emerged from Chapter 11 bankruptcy. The United States Bankruptcy Court for the District of Delaware approved the Company's plan of reorganization on October 31.

As previously announced, private investment funds managed by Wayzata Investment Partners LLC are the majority stockholders of Perkins & Marie Callender's Holding LLC, which is now the parent company of the Perkins & Marie Callender's group of companies. Joseph F. Trungale, who served as

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# 4 On the Promotional front



■ **CONTEST WINNER** - The winning display entry came from Store Manager Charles Hanks of a Harvey's store in Tallahassee, FL. As a result, Hanks won the Ultimate VIP Trip to Nashville.

## "Grand Ole Opry" Sets Stage For Victory In Vidalia Onion Display Contest

The Vidalia Onion Committee's (VOC) 2011 "Sweet Vidalias & Country Music" promotion featured a retail display contest that drew more than 100 entries from around the country. The winning display entry came from Store Manager Charles Hanks of a Harvey's store in Tallahassee, FL. As a result, Hanks won the Ultimate VIP Trip to Nashville, the Music City.

Hanks and his staff built a massive "Grand Ole Opry" stage in the produce department with Vidalia Onions as the "featured act." The display came alive with guitars and dancing Vidalias that Hanks and his son drew out by hand on plywood and constructed. Hanks reported the display was so popular that they had trouble getting a snapshot of it without a mob of customers. He also cross-promoted Vidalia products and had several secondary displays throughout the store.

A judging panel made up of Vidalia onion marketers determined the winners based on size and location of display, creative display techniques, quality of display, use of POS materials and signage, additional security displays, and proper stacking of loose onions or bags.

Vidalia Onion Committee Executive Director Wendy Brannen was among the judging panel and said the top three immediately stood out. "We were truly in awe of the top three. To say they were creative doesn't do them justice. I cannot imagine being a consumer and not stopping to buy some Vidalias with those displays there."

Hanks' grand prize includes round trip airfare for two, hotel accommodations for two nights, Grand Ole Opry tickets, and Nashville's official VIP Backstage booklet that contains a number of saving offers on entertainment, dining and recreational activities.

His display and those of the other winners will be showcased on VidaliaOnion.org through 2012.

The runners-up, Produce Manager Laina Chastain of Harvey's in Grey, GA, and Store Owner Pam Coy of Viking Village, Inc. in Reedsburg, WI, will receive goodie baskets from the VOC that include CDs from some of the campaign's featured country artists.

In 2011, the "American Favorites: Sweet Vidalias & Country Music" promotion was featured on thousands of retail store displays and Vidalia onion packages as well as in radio advertising, print ads and social media, and included free song downloads in addition to the jingle contest. Vidalia packaging and marketing featured some of country music's biggest stars, including Vince Gill, Billy Currington, Gary Allan and Ashton Shepherd. The VOC will continue the promotion in 2012.



■ **AWARD WINNERS** - Back row: Cliff Imai, Bill Dwyer. Front row: Aimi Miyashiro, Stephanie Dwyer, Mary Frostad, Mark Santiago holding their Ho'okela Award.

## Kona Mountain Wins Award Best Retailer of the Year - Hawaii Island

Kona Mountain Coffee, retailers of gourmet 100% Kona Coffee from their own farm in the official Kona Coffee District on the Big Island of Hawaii, is the winner of this year's prestigious Ho'okela Award for Best Retailer of the Year 2011 - Hawaii Island, from the Retail Merchants of Hawaii. It is the first time ever that a Kona Coffee Farm Direct Retailer has won a Ho'okela Award, recognizing the increasingly large contribution of Kona Coffee to the state economy, and the specific excellence of Kona Mountain Coffee as a Hawaii retailer.

Kona Mountain Coffee retails Estate and Private Reserve 100% Kona Coffee at their Visitor Center on the highway from the Kona airport into Kailua Kona on the Big Island of Hawaii, two retail stores on Oahu at the Hilton Grand Waikikian and the Hilton Hawaiian Village Rainbow Bazaar, and their web store KonaMountainCoffee.com. At each location they also offer their own line of gourmet Hawaii chocolates, made at their Visitor Center in Kona.

Bill Dwyer, President of Kona Mountain Coffee, LLC in Hawaii, credits the achievement of this award to the talents and amazing Spirit of Aloha of his Senior Management Team... wife Stephanie Dwyer, Mary Frostad, Mark Santiago, Aimi Miyashiro, and Cliff Imai... and all the other Kona Mountain Team members who always give 100 percent. Bill also gives credit to the Bank of Hawaii for believing in the Kona Mountain project and lending a helping hand.

■ Oh Baby!

## Newest Face of the Gerber Generation Debuts

Missouri Tot "Tate" Becomes Gerber's Newest Ad Star



■ **Eleven-month-old, Tate James Rosendahl wins 2011 Gerber Generation Photo Search!**

After reviewing more than 156,000 adorable little smiles and animated faces, Gerber has selected the winner of the 2011 Gerber Generation Photo Search! With his playful expression and dazzling blue eyes, 11-month-old Tate James Rosendahl from Springfield, Missouri was selected as the Grand Prize winner. As the newest face of the Gerber Generation, Tate will receive a \$50,000 scholarship and will star in a Gerber print advertisement early 2012.

"My first reaction was disbelief. Then I was so overwhelmed that I started to cry. I was just giddy, joyful and filled with so much gratitude that my son was blessed by such good fortune," says Tate's mom, Amy Jo Rosendahl, of her reaction when she was notified that her son had won. "Having this generous scholarship to put away for Tate's education now lifts a huge financial burden off of our shoulders. We're just so proud of our little guy."

Tate's mom entered her son after seeing the photo search announcement in her newfeed. She thought it would be fun to see Tate's little round face in the classic Gerber circle so she uploaded a photo of him from when he was 6-months-old, which showed his fun and playful personality.

Soon, Tate and his parents will travel to New York City for his debut photo shoot. Tate's mom said that she is thrilled to have his little smile appear in magazines that her friends and family will see.

"What an awesome opportunity for our son Tate! What memorable stories we'll have to tell him when he's older," says Rosendahl.

## Pompeian Serves Up Delicious Recipes at NYC Wine & Food Festival

Tens of thousands of attendees came by Pompeian's booth at the Grand Tasting Pavilion, sponsored by ShopRite, during the fourth annual Food Network New York City Wine & Food Festival (September 29 through October 2). They enjoyed two delicious recipes - Filet of Beef Kabobs with Chimichurri Sauce and Lentil-Quinoa Salad with Fresh Ginger - and picked up samples of Pompeian Extra Virgin Olive Oil along with coupons and recipes. Greeting them were representatives from the Pompeian team and Yael Foo, a ShopRite Corporate Chef (right). The event's proceeds go to such vital causes as the Food Bank for New York City and Share Our Strength.



## Go Green and Get Rewarded at The Fresh Grocer

Select Fresh Grocer supermarkets in the Greater Philadelphia area have launched a program to incentivize customers to become more environmentally friendly. The Go Green, Get Rewarded program offers at-the-register savings to customers who use Fresh Grocer reusable bags as substitutes for plastic bags. For every reusable



Fresh Grocer-brand bag used at checkout, customers are awarded with a 5 cent rebate on their grocery order.

The rewards system was designed to help encourage customers to go green and to offer additional savings for green actions. In conjunction with The Fresh Grocer's Go Green, Get Rewarded program, Recyclebank, a company that rewards people with discounts and deals from local and national businesses for being green, is offering customers a Bonus Points Card worth 50 points when using or purchasing a Fresh Grocer reusable bag. Recyclebank points are allocated to people who are proactively making green decisions. Points can then be redeemed at [www.recyclebank.com](http://www.recyclebank.com) for offers like \$5 off a \$40 Fresh Grocer purchase.

"The Fresh Grocer operates our stores with a commitment to the environment," said Patrick J. Burns, The Fresh Grocer's President and CEO. "Our newly established Go Green, Get Rewarded program and our ongoing partnership with Recyclebank provide us with meaningful ways to reward customers for their green efforts."

# ALL IN

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# Sunflower Farmers Market Celebrates Modesto Grand Opening

## New Store Opens at McHenry Village Shopping Center

A **TODAY'S GROCER** Exclusive Report

**S**unflower Farmers Market, the full-service natural and organic grocer famous for offering "serious food at silly prices," opened its second store in the California market on Wednesday, October 12. The new Sunflower is located at 1700 McHenry Avenue in the McHenry Village Shopping Center. Grand opening festivities included special savings on groceries, exciting giveaways, food samples and more. Sunflower becomes the first major natural and organic grocer to serve the community of Modesto.

The exciting grand opening festivities in Modesto began with a ribbon-cutting ceremony at 7 a.m., and continued throughout the day with special savings in every department. Some of the festivities included: The first 200 customers to receive a numbered card will receive a free reusable shopping bag filled with healthy groceries, valued at over \$50 (with purchase); the first 10,000 shoppers received a free reusable grocery bag with purchase (one per customer); live music; vendor booths with samples; kids' activities and grand opening specials on groceries.

"We are thrilled to be the first to bring affordable, high-quality, healthy groceries to Modesto," said Sunflower CEO Chris Sherrell. He added, "We're very excited to once again bring



■ **RIBBON-CUTTING** - Bill Pomper, Modesto Store Director, cuts the ribbon marking the formal Grand Opening of his new store.



■ The Modesto Chamber of Commerce was on hand to welcome Sunflower CEO Chris Sherrell (right).



■ **SUNFLOWER FARMERS MARKET** opened this new store at 1700 McHenry Avenue in Modesto, CA on, October 12. Sunflower is the first major natural and organic grocer to serve the Modesto Community.



■ **OPENING DAY SMILES** - Chris Sherrell, Sunflower Farmers Market CEO, Steve Black, VP of Operations, Bill Pomper, Store Director, Danielle Boyd, VP of Human Resources with Sage Homer, VP of Merchandising and Supply Chain.



■ **SUNFLOWER MODESTO STAFF** are ready to serve shoppers with the store's extensive selection of all natural meats, attractively merchandised, and featuring innovative cross-merchandising ideas for added sales and profits.

serious food at silly prices to California, where health-conscious consumers are now looking for the best value, too."

Sunflower's new Modesto location will help Modesto families eat healthy for less, says Sherrell, offering a large selection of produce, all-natural meats and seafood, a deli and bakery, a large bulk selection, plus natural living health and wellness products. The market also carries vegetarian, gluten-free, and dairy free options.

Sunflower opened its first California store in Roseville in May of this year. Sunflower plans to open a total of four new stores in the Bay Area in 2012, including two San Jose metro locations, one store in Mountain View and one in Fremont. The company also has plans to open a store in Sacramento, in the area known as Land Park, in March of next year. Sunflower Farmers Market currently has 35 stores throughout eight states: Colorado, Arizona, New Mexico, Nevada, Utah, Texas, California and Oklahoma.



■ **SUNFLOWER'S** new Modesto Store location will help Modesto families eat healthy for less, offering a large selection of produce, all-natural meats and seafood, a deli and bakery, a large bulk selection, plus natural living health and wellness products. The market also carries vegetarian, gluten-free (pictured), and dairy free options.

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# Winn-Dixie Unveils New Shopping Experience In Port Charlotte



■ WINN-DIXIE'S newest transformational store opened, November 8, at 3280 S. Tamiami Trail, in the Promenades Mall plaza in Port Charlotte, Florida.



■ The beautiful new showplace features an extensive selection of gourmet cheeses in the newly added cheese shop, and a new store décor package with a cleaner, modern and more attractive setting. Hardwood flooring is featured throughout the deli/bakery and produce departments with highly-polished stained concrete floors throughout the store.



■ The new Port Charlotte Winn-Dixie features a Wi-Fi cafe area with comfortable seating and complimentary coffee.

Winn-Dixie Stores, Inc. celebrated the completion of its sixth transformational store on November 8. The "all new" store is located at 3280 South Tamiami Trail in the Promenades Mall plaza in Port Charlotte, Florida. The state-of-the-art store offers guests solutions and service that makes shopping easier and fun.

"This newly transformed store exemplifies a renewed promise to our Port Charlotte neighbors and serves as a one-stop grocery destination catering to the needs, tastes and preferences of the surrounding community," Randy Rambo, Winn-Dixie Regional Vice President, told TODAY'S GROCER. "Port Charlotte guests are in for a shopping experience that is both fun and easy and we are excited to provide the surrounding neighborhood with exceptional service that exceeds all expectations."

This multi-million dollar renovation provides greater convenience and an improved guest experience with a myriad of upgraded features. Past the greatly expanded produce department is an expansive new deli where experienced chefs direct preparation of the wide variety of foods and meal solutions that include made-to-order pasta and pizza, seven flavors of chicken wings, a barbecue bar and a carving station with fresh fish, prime rib and more. In addition, among other exciting changes, a wine and gourmet cheese section staffed by knowledgeable specialists, a greatly enhanced meat and seafood department and an upgraded pharmacy add to the shopping experience.

In addition, the 56,000 sq. ft. Port Charlotte Winn-Dixie Store #736 also features a new Wi-Fi Internet café and sitting area with complimentary coffee.

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 store offerings. In addition to national name brands, guests can also 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 Port Charlotte guests with the greatest value and quality possible," Rambo added.

"This is the new Winn-Dixie," said Jeff Poulk, store director. "With an enhanced product selection and expanded departments, our guests are excited by the new changes taking place. The neighborhood response has been overwhelmingly positive and we look forward to continuing to welcome our guests as they experience their new Port Charlotte Winn-Dixie."

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



■ The newly transformed Port Charlotte Store features enhanced meat and seafood departments.

## Amberhill Wines Releases Inaugural Vintage of Secret Blend Wines

Amberhill Wines has introduced its inaugural vintage with the release of the 2010 Secret Blend wines. The Amberhill Secret Blend Red and Secret Blend White wines are intriguing and approachable blends made from California's finest varietals.

These two seductive wines offer uncompromising quality at an exceptional value.

At a suggested retail price of \$9.99 and available nationwide, the Secret Blend Red Wine and Secret Blend White Wine are affordable luxuries

and exciting new entries to the red and white wine blend categories. Up nearly 14% in 2010, red wine blends are the fastest growing wine category. White wine blends are a \$60 million category that saw nearly 13% growth in 2010.

The 2010 California Secret Blend Red Wine is a heroic mix of varietals that delivers a bold, fruit-forward style. Expressive aromatics of Bing cherry and strawberry blend seamlessly with subtle notes of cedar, pepper and espresso bean. The wine is soft on the palate with

candied fruit flavors leading to a long finish with sugar plum and black licorice notes. Perfect for barbecues, the true secret of this wine can best be revealed when paired alongside grilled meats.

Amberhill's 2010 California Secret Blend White Wine offers lifted floral notes that intermingle with aromas of orange blossom, jasmine and rose petal. This luscious wine has a long and vibrant finish and is perfect with a variety of foods or enjoyed as an aperitif.



■ GRAND PRIZE WINNER Dan Rinaldi pictured with Hood New England Dairy Cook-Off judges.

## Hood New England Dairy Cook-Off Winner Announced

HP Hood crowned Dan Rinaldi, of Cranston, Rhode Island, the \$10,000 grand prize winner in the 3rd Annual HoodR New England Dairy Cook-Off. Rinaldi won with his recipe for Surf and Turf Sliders with Maine Lobster Sauce. The Cook-Off was held at the Ocean Gateway Terminal in Portland, Maine, on November 6th.

"First and foremost, I'm a firefighter and then I'm a cook," said Dan Rinaldi, a 21-year veteran of the Provi-

dence Fire Department. "I'm lucky enough to cook for 16 fellow firefighters and they have always been ready to critique - and eat - my dishes. I am so excited to win the \$10,000 grand prize and celebrate when I get back."

The competition began at 7:30 a.m. when 30 semifinalists competed in their individual categories. The five categories were: breakfast/brunch, soups/chowders, appetizers/side dishes, lunch/dinner (entree) and dessert.

One amateur chef from each New England state competed in each category.

Competitors had 60 minutes to prepare and plate their dishes. All recipes were original and included at least one Hood dairy product and were judged based on taste appeal, presentation/appearance, and creativity/originality.

Each of the semi-finalists received a prize of \$100; each of the finalists, except for the winner, received \$500.





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*Tu familia, nuestra familia*

# Carozzi Celebrates the Opening of its Second Commercial Office in the U.S.

Miami Selected as Site of New Location

With a clear vision to conquering the southeastern U.S. market, Carozzi has announced the opening of its second commercial office in the U.S., in Miami, Florida. The 'Magic City' was chosen as the strategic location for the new office due to its proximity to the Hispanic and the Caribbean market. Furthermore, this expansion reflects the growing international presence for the brand to become a multinational food firm.

The company has enjoyed a presence in the U.S. for the past 12 years. Another is located in Warwick, Rhode Island (first commercial office), with the pasta business and the recent incorporation of olive oil under the brand "Carozzi". From this site, it supports retail clients such as: White Rose, Associated, A&P/Pathmark independent stores, food service accounts and many others. Carozzi also participates in the Agroindustrial Business, selling fruit purees and vegetable purees to customers, including: Nestle, Kellogg's, Sun Opta, Coca-Cola, Barilla, General Mills and many others.

The Chilean multinational company, with its head office in Santiago, is one of the leading regional food companies in South America and one of the oldest established over 110 years ago. It has a leading presence in over 40 countries on five continents, with 12 production plants in Chile, five in Peru and two in Argentina.

Carozzi's vision of being Latin America's most respected and valued FMCG Company is the key of an internationalization plan set almost 30 years ago. The installation of production plants in Chile, Peru and Argentina, with the highest quality level supported by BRC certifications, together with the opening of commercial offices in the United States, Mexico, Paraguay, Ecuador and Colombia placed it as a leader in the Food Industry on a national and international level. Carozzi has positioned itself as the third biggest candy company in South America and number thirty-seven throughout the world. ([www.candyindustry.com](http://www.candyindustry.com))

Carozzi is very enthused about having a new office in Miami as a gateway to the Hispanic market in the U.S. The opening of this new office reflects the level of support and compromise is ready to provide to the stores that work with (currently more than 350 POS in Miami), in chains such as: Navarro, Sedano's, Walgreens, Bravo Supermarkets, Food Star, and convenience stores.

With sales of \$1 billion in 2010 and 11,000 employees, the company is always ready to adapt to new challenges, with broad trajectory and known quality brands. Carozzi is introducing its line of confectionary products in the Florida market with two brands: the *Costa* brand specializes in cookies, crackers and chocolates items, with chocolates *Vizzio* as "The big seller". Also the *Ambrosoli* brand with a



great variety of the finest candies, including *Mentitas* (Round Mints) a very popular product conveniently packaged to carry in the pocket or handbag. Many of its brands have a longstanding tradition. As part of the Florida project, the company is also preparing the launch of *Carozzi* pasta and the *Carozzi* Extra Virgin Olive Oil during 2012, in order to extend the portfolio of high quality product to the market.

After four generations in the industry, the family company Carozzi has become one of the most loved

and respected brands in South America. Still, the company maintained it founder, (Augusto Carozzi), his values of caring for employees and their families, communities, and it is passionately focused in working with the highest standards. It continues expanding the role that it has in Chile as "responsible corporate citizens". In addition, Carozzi was recently recognized by The Marketing Hall of Fame, as "The Great Chilean Brand of 2011"

(source: Marketing Hall of Fame)





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# Publix Celebrates Florida Gulf Coast Openings

## New Stores Open in Sarasota & Pinellas Counties

**P**ublix Super Markets recently celebrated the opening of two new superstores on Florida's Gulf Coast. The first opening was Thursday, October 6th, at Sarasota Village Plaza in Sarasota.

The 45,600 sq. ft. store #1385 is headed by Store Manager Randy Williams. Williams heads a staff of over 140 associates. Assisting him are key team members – ASSISTANT STORE MANAGER – David Dilling; GROCERY MANAGER – Lance Owen; PRODUCE MANAGER – Wryan Harris; MEAT MANAGER – Anthony Mollo; BAKERY MANAGER – Luis Azuri; DELI MANAGER – Daisy Mendez Nestor; CUSTOMER SERVICE MANAGER – Heather Dunham; and PHARMACY MANAGER – Debbie Miller, R. Ph.

In addition to the traditional grocery, meat, produce, dairy and frozen food departments, the 45,600 sq. ft. store will contain the following full-service departments: bakery, deli, fresh seafood, floral and pharmacy. Approximately 140 Publix associates will be employed at the store.

"It is always exciting to open a new store and feel the enthusiasm it generates," Shannon Patten, Publix Manager of Media & Community Relations, told TODAY'S GROCER. "We have been working hard to create a great store and our customers will truly enjoy their experience in this new location."

In addition to this store opening, Publix also opened another new store in Sarasota in early November. This store is located at 2031 Bay Street.



■ OPENING DAY SHOPPERS get a first look at their new Sarasota Village Plaza located on Bee Ridge Road.



■ PUBLIX #1385 team members pose outside their new Publix Food & Pharmacy prior to the store's opening on October 6.



■ In a pose reminiscent of Publix founder George Jenkins, who sat on the steps of his first full-sized grocery store the night before it opened over 75 years ago, Sarasota Village Plaza Store Manager, Randy Williams is pictured at the entrance of his new store, October 5.



■ Store Manager Randy Williams (second, left), and Publix management join with Store #1385 key department heads make a handsome group.



■ PUBLIX #1385 – Store Manager, Randy Williams (second, right) receives the key to his store from: Regional Director, Joe Taylor, District Manager, Terry Ball, and Senior V.P. of Product Business Development, Chuck Roskovich.



■ PUBLIX SUPER MARKETS opens this 46,500 sq. ft. new store, October 13, at 17-34 Street North in St. Petersburg, Florida. The team at Publix on 34th Street North is headed by Store Manager Joe Galati. Approximately 130 Publix associates are employed at the store.



■ PULX Vice President – Lakeland Division, Tom McLaughlin (center) pictured with District Manager, Jeffrey Stillwell and Regional Director, Jim Herring.



■ KEY PRESENTATION – Publix #1394 Store Manager Joe Galati (center) receives the key to his new store from Publix President, Todd Jones (second, left) and District Manager – Jeffrey Stillwell, Lakeland Division Vice President, Tom McLaughlin, and Regional Director, Jim Herring.



■ MEAT DEPARTMENT – George Haentges, Mike Bergeron, Tara Green, Moe Mehdi and Mark Kish.



■ FAMILY PHOTO – Publix President, Todd Jones (far left) and corporate management members pose for a photo with key team members from Store #1394 prior to the new store's Grand Opening on Thursday, October 13.

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# Goya Celebrates Opening of New Miami Distribution Center

## During It's 75<sup>th</sup> Anniversary Year

An Exclusive **TODAY'S GROCER** Feature Report

**2**011 has been a significant and memorable year for Goya Foods. Throughout the year, the company has paid tribute to its 75th Anniversary by launching several initiatives marking the banner celebratory year. The most recent and most significant within the Sunshine State is the Grand Opening of a new 338,000 sq. ft. distribution center serving Goya Foods of Florida. The state-of-the-art facility is located on 26 acres of land in Miami, a short distance away from the nearly 30 year-old facility it replaces.

A festive Grand Opening celebration was held at the new complex, October 26, attended by Goya executives from throughout the company, civic dignitaries, retailers, vendors and suppliers, Goya friends and families, and members of the media. October 26 was declared 'Goya Foods of Florida Day' by Miami-Dade County Mayor, Carlos A. Gimenez and representatives from the office of County Commissioner, Jose 'Pepe' Diaz were on hand to present the company with the official proclamation.

"After almost thirty years at our old facility, we had nearly outgrown our home," Goya Foods of Florida President, Francisco R. (Frank) Unanue told TODAY'S GROCER. "When we first occupied our former location, we were generating \$9-10 million in yearly volume. That figure had grown today to over \$145 million. "It became necessary for us to store much of our merchandise outside of the complex. Operationally, it became difficult to manage our volume and our inventory. Our old place had just outgrown its viability."

The Miami Distribution Center, besides servicing the greater Miami market from Port. St. Lucie south to Key West also serves to support the company's Orlando and Atlanta distribution facilities. The Miami, DC also serves exports to Central America, South America, the Western Caribbean and Africa.

The custom designed and energy efficient facility located at 13300 N.W. 25 Street in Miami offers the convenience of being close to both S.R. 826 and Florida's Turnpike, with Miami International Airport and the Port of Miami nearby. Fourteen acres of land have been developed with an additional twelve available for future growth. Located in Miami, the new complex is very close to rapidly growing Doral. The company's Sazón operations remain at the old location.

With more dock space, the new facility offers improved receiving/ shipping. Unloading at night becomes quicker and easier. Improved product rotation now becomes easier, as well. There is less jockeying by drivers. "It just lends itself to much smoother operations," Unanue adds. "Another feature of the company's new Miami home is the creation of additional room and related office space for its 485 employees.

Among the many features of the new building are additional space for purchasing, finance, an I.T. room, test kitchen, three conference rooms, two employee break rooms. It fea-



■ GOYA FOODS' new Miami Distribution Center and home of Goya Foods of Florida, is located at 13300 N.W. 25 Street in Miami. The 338,000 sq. ft. state-of-the-art distribution center which opened recently is the company's largest of its 16 facilities located throughout the United States, the Caribbean and Spain.



■ GOYA FOODS OF FLORIDA President Frank Unanue and the audience watch a special pre-taped message of congratulations from Florida Governor, Rick Scott. Governor Scott was unable to attend the ceremony, however, had visited the new facility a few weeks earlier.



■ GOYA FOODS OF FLORIDA DAY – Goya Foods of Florida President Frank Unanue (center, right) accepts the proclamation presented by representatives on behalf of Miami-Dade County Mayor, Carlos A. Gimenez marking the special opening day.

tures 57,000 sq. ft. of cooler and freezer space. The company made the move from the old facility to the new over two weekends.

"Our customers will be getting service, and our consumers will be getting a better product," Unanue says with pride.

Design for the new building is credited to Joe Rodriguez and the design team at the Miami-based ar-

chitectural firm of Rodriguez Pereira Architects, Inc. General Contractor for the project which took 18 months to complete was Ralph Meritt, Sr. of Ralph Meritt Construction in Doral, Florida. From conception to completion, this was a three-year project.

Goya Foods is receptive to input and actions from its team-members. Not overly large in numbers... and not too small, either, it affords its

employees the opportunity to play an active roll. "Nobody is pigeon-holed here," Unanue says. "We're not top-heavy (in employees). Everyone get's a well-rounded feel of the business."

This holds true for the project that made the new Miami Distribution Center a reality. Playing significant roles in the birth of their new home were Tom Unanue, V.P. - Purchasing, Armando Martinez, V.P. - Sales, and Luis Benitez in charge of Operations. Frank is also quick to credit in a big way the contributions of the man who wears many hats – Angel Portuondo, who oversaw construction of the new facility, all the while maintaining his roles of supervising bean room in Miami, and the distribution center in Orlando.

The new center operates Monday-Friday around the clock. Trucks start departing the facility at midnight until 4:00 a.m. to make their far-reaching deliveries. Operations cease on Friday night and resume again Sunday night for Monday deliveries.

Founded by Spanish immigrants in 1936 as a modest storefront in lower Manhattan, Goya has earned



■ Logistics & Operations Dir., Luis Benitez, V.P.-Sales, Armando Martinez, Angel Portuondo (who oversaw construction of the new facility), Goya Foods of Florida President, Frank Unanue and Tomas (Tom) Unanue, V.P.-Purchasing.



■ The ceilings measure 42 ft. in height.



■ The new facility features 28 overhead doors with future capacity for 42 doors.



■ MODERN TESTING KITCHEN – One of the many features of the new Goya Foods' Miami Distribution Center.



■ SALESMEN'S CONFERENCE ROOM – One of three conference rooms in the new complex.



■ Mario Gutierrez, CAMACOL President (Pepsi-Cola); Ariel Melchor, Associated Grocers of Florida; Pedro Mesa, Sedano's Supermarkets; Betty Grandera, CAMACOL; Ernesto Martin and Javier Herran, Sedano's Supermarkets; Luis Casamayor, Republica.



■ Measuring in at 338,000 sq. ft., the state-of-the-art distribution center is now the company's largest of its 16 facilities throughout the United States, the Caribbean and Spain.



■ The electrical battery charging room.



■ WINN-DIXIE STORES – Gueorgui Lago, Tony Jorges and Adonis Paseiro.



■ Hector Mora, Goya Foods; Denny Murillo, Publix Super Markets; Ernie Sotomayor, Goya Foods; Carlos Cendoya, Publix Super Markets and Tomas Unanue, Goya Foods.



■ Evelio Fernandez, Goya Foods (Houston); Augusto Ledesma, Goya Foods (Santo Domingo), Pedro Riera and Fabio Vieira, Goya Foods.



■ Tomas Unanue, Goya Foods pictured with Monsignor Casale who blessed the facility at the opening celebration.



■ Peter Unanue and Luis Navarro, Goya Foods.

the distinction of being the largest Hispanic-owned food company in the U.S. To date, the company has expanded operations to 15 facilities throughout the country, the Caribbean and Europe, employs nearly 3,500 and distributes over 1,600 authentic Latin American food products.

The milestone year-long celebration was marked with the implementation of a new corporate identity designed by Miami-based graphic artist Peter Viva. The commemorative logo has been implemented in many of the company's internal and external communications throughout the year.

In addition, Goya celebrated the publication of a Corporate Book on the history of the company written by historian Dr. Guillermo Baralt. The 445-page tome takes the reader on a journey back in time to Goya's humble beginnings through the growth of the Hispanic community in the United States and the company's various milestones. Also, in keeping with Goya's long-held tradition of serving its community, the company made public a series of both corporate and community initiatives that included a nationwide food donation.

Since its inception, Goya Foods has been providing a "taste of home" to Latin American consumers throughout the country, making the brand synonymous with the Hispanic community. Today, Goya products are enjoyed by Latinos everywhere as well as non-Latinos who seek to expand their palates.

Founded in 1936 by Don Prudencio Unanue and his wife Carolina, both from Spain, the Goya story is as much about the importance of family as it is about achieving the American dream.

Goya was started in a small storefront in Lower Manhattan, New York, catering to local Hispanic families by distributing Spanish foods such as olives, olive oil and sardines. Driven by the belief that there was a growing consumer market for high-quality, fresh-tasting, Latino foods, the Unanue's infused their personal philosophy throughout the com-

pany. This commitment to excellence is the cornerstone of Goya's popular credo, "If it's Goya, it has to be good."

Intent on building upon its rich heritage, Goya Foods provides consumers across the United States, the Caribbean and abroad with a comprehensive choice of Latino foods designed to fit into the full range of Hispanic tastes and preferences. In addition to new product development, the company has undergone the most extensive facilities expansion in its history, adding over one million square feet to its manufacturing and packaging capacity. Goya Foods and its consumers will realize substantial gains through the creation and strategic expansion of these new, state-of-the-art manufacturing and distribu-

tion centers throughout the United States, Puerto Rico, Dominican Republic and Spain.

Throughout its history, Goya Foods' dedicated employees have helped to build the company's solid reputation as the leading authority on Hispanic food. Whether presenting consumers with the finest products from the Caribbean, Mexico, Spain, Central and South America, the Goya brand has insured quality for multiple generations of satisfied consumers. In addition, Goya Foods has been a proud supporter of programs and activities that benefit families and children throughout the world. Goya Foods actively engages with social, civic and non-profit organizations on charitable endeavors that promote and sustain community wellness and the advancement of Hispanic culture.

The opening of the new Miami Distribution Center is but one in an ongoing series marking growth for the 75-year young company. Within the next year, it is expected that construction will begin on a new distribution center in Atlanta.

What will follow? It's anyone's guess. But remember: "Si es Goya, tiene que ser Bueno!" – "If it's Goya, it has to be Good!"

Getting to Know



**FRANK UNANUE**  
President  
Goya Foods of Florida

Francisco R. (Frank) Unanue was born in New Jersey and raised in Puerto Rico. Attending college both stateside and in Puerto Rico, he was with Goya CPR International Ltd. (a precursor to Sazón Goya) between 1985-1987 in the areas of production management and manufacturing, and "a little bit of everything." He returned to Goya Foods of Florida in February 2004. He gives much credit for his success to the man who mentored him throughout much of his career at Goya – the late Mr. Pepe Ortega, President of Sazón Goya, and who was in partnership with his father and uncles. He is the proud father of son Francisco, age 11 and daughter Gabriela, age 10. He enjoys spending time with his children and sharing his passions with them for boating and skiing.

# Goya Foods Accepts 'Icon of Industry Award'

## USHCC 32nd Annual National Convention Chairman's Gala

The United States Hispanic Chamber of Commerce (USHCC) presented Goya Foods with the 2011 'Icon of Industry Award' at the 32nd Annual National Convention & Business Expo in Miami Beach, Florida. The convention took place at the Fontainebleau Hotel from September 18-21.

Goya Foods President Bob Unanue, President of Goya Foods of Florida Frank Unanue and Vice President Tom Unanue accepted the 'Icon of Industry Award' at the Chairman's Gala held Tuesday, September 20, at the Glimmer Ballroom of the Fontainebleau.

"This year we were pleased to end our convention with a celebration of Hispanic business in America, and by recognizing one of our very own exemplary Hispanic Business Enterprises (HBEs), Goya Foods," said USHCC Chairman, Nina Vaca-Humrichouse. "For three generations, the company has continued to grow with over 3,500 employees across the globe, generating an estimated \$1 billion per year in revenue. Goya Foods is a true pioneer in the Hispanic business community and the USHCC is honored to have presented them



**GOYA ACCEPTS ICON OF INDUSTRY AWARD** - Pictured at the award ceremony (left to right) are: USHCC President/CEO Javier Palomarez; Frank Unanue (with award), President of Goya Foods of Florida; USHCC Vice Chairman Jeannette Hernandez-Prenger; USHCC Chairman Nina Vaca; Tom Unanue, Jr., Sales Manager, Goya Foods of Florida; Tom Unanue, Vice President, Goya Foods of Florida and Bob Unanue, President of Goya Foods.

with the 2011 'Icons of Industry Award.'"

This is the first year the USHCC presents the "Icons of Industry Award," which recognizes Hispanic business leaders who have

uniquely impacted the industry through their work and consistently dedicated their time and efforts to community outreach through education and/or corporate giving.

Goya's scholarship program for the children of its employees, as well as its donation of 1.5 million pounds of food to the victims of the earthquake in Haiti in 2010, make the company stand out as a leader

that is truly deserving of such an accolade.

"Goya Foods considers the 'Icon of Industry Award' a great honor," says Bob Unanue. "We are also proud of the fact that we are part of the 50 million Hispanics that live in the United States and thousands of Hispanic businesses that provide goods and services to this country. Goya Foods is grateful to the United States Hispanic Chamber of Commerce for this distinction and receives this recognition in the name of the entire Gran Familia Goya without whom this would not be possible."

The Chairman's Gala served as the closing event for this year's Annual Convention, considered the largest gathering of Hispanic business leaders in America. The keynote address was delivered by 2011 Convention Corporate Chair Former Senator Mel Martinez, JPMorgan Chase Chairman of Florida, Mexico, Central America, the Caribbean and the JPMorgan Chase Foundation.

"As Hispanic business continues to gain momentum, we also celebrate its position in the American business landscape. Hispanic entrepreneurs are poised for greatness in this country, so I am proud to have been a part of the National Convention in Miami," says Martinez.

# Goya Foods Awards Students Academic Scholarships

## Honorary Reception Held at the Waldorf Astoria in N.Y.C.

Goya Foods has awarded academic scholarships to sons and daughters of company employees as the recipients of Goya's Annual Employee Scholarship Program and announced a new nationwide scholarship for graduating high school seniors interested in culinary arts and food sciences. An honorary reception took place at The Waldorf Astoria in New York City, October 17, for the award recipients and their families.

The Goya Scholarship Fund is part of an initiative to honor Goya's 75th anniversary and the company's commitment to their employees and to higher education. "Education is

very important to Goya and vital to the development of our youth and to the strengthening of our communities," says Bob Unanue, President of Goya Foods. "Our Employee Scholarship Program is our way of giving back to our employees and creating the opportunity for their sons and daughters to gain a better education and to help with college costs."

The scholarship recipients of the 2011-2012 academic year are Sarah Wimbush Bray, freshman at Lafayette College; Cristal Reyes, freshman at University of New Haven; Anthony Adolfo De la Rosa, freshman at New Jersey Institute of Technology; and Crazy Daybelis Medina, freshman at Northeastern University.

Administered by the Hispanic Scholarship Fund, the nation's largest leading Hispanic scholar-



**SCHOLARSHIP AWARD PRESENTATION** - Students and Goya executives are pictured at The Waldorf Astoria Hotel Monday, October 17. (Left to right): Carlos Unanue, President of Goya de Puerto Rico; Peter Unanue, VP of Goya; Sarah Bray; Anthony De La Rosa; Cristal Reyes; Crazy Medina; Jorge Unanue, VP of Goya de Puerto Rico and Bob Unanue, President of Goya.

ship organization, applicants were selected based on academic achievement, leadership and financial need. Among the criteria for consideration of the annual \$5000 Goya Scholarship program, the student must be enrolled in college full time while maintaining a 3.0 GPA, and serving 10 hours of community service per month.

Goya Foods also announced a new nationwide scholarship fund for graduating high school seniors interested in culinary arts and food sciences that meet the selected cri-

teria by Goya and the Hispanic Scholarship Fund. "As the leader in Latin American food, our new Culinary Arts Scholarship Program is one of our educational pillars, essential to the fulfillment of our mission to celebrate, nurture, and preserve Goya's diverse culinary heritage and future," says Peter Unanue, Executive Vice President of Goya Foods. "We pride ourselves on authenticity, high-quality, and culinary traditions and wanted to establish a scholarship that would give students the opportunity to pur-

sue their passion in the culinary arts and food sciences."

In January of 2012, eligible students can apply for a \$5,000 annual scholarship at [www.goya.com/scholarships](http://www.goya.com/scholarships) through The Goya Scholarship Fund.

Applicants of the Goya Culinary Arts & Food Sciences Scholarship will be selected based on the standard requirements established by Goya and HSF as well as an evaluation of an essay explaining how Goya has enriched their family traditions.



**GOYA FOODS President Bob Unanue addresses those gathered scholarship awards presentation recently at The Waldorf Astoria.**

# President Barack Obama Recognizes Goya Foods

## For its Success and Commitment to the American Dream

Representatives of Goya Foods, Inc., America's largest Hispanic-owned food company, paid a special visit, September 30, to meet President Barack Obama in

celebration of Hispanic Heritage Month.

Goya Foods President Robert Unanue introduced President Obama at a reception at the White House, saying he was "honored and humbled" to be among the distinctive group gathered for the occasion. Unanue and members of his family took the opportunity to present President Obama with Goya's commemorative book, *It's Goya, It Has To Be Good - 75 Years of History*.

*It's Goya, It Has To Be Good - 75 Years of History*.

President Obama saluted Goya Foods, and extended his gratitude to the Hispanic community and its great contributions to the nation.

"The United States has welcomed immigrants from all parts of the world, and we, as Hispanics, have embraced our re-

sponsibility to work to make it a better country and contribute to its ongoing development and in the process, become agents of change, encouragement and inspiration," said Goya's Unanue.

"This year, Goya Foods celebrates its 75th anniversary. We are proud of being part of the 50 million Hispanics who live in this country."





## Prepárate para impresionar

Las Aceitunas Españolas GOYA® Rellenas con Pimientos, reconocidas como las mejores por ChefsBest®, le dan a esta receta un sabor único que impresionará a tus invitados. Además, es tan fácil de preparar, que tenerla lista te llevará sólo unos minutos.

### Cremosa Pasta de Aceitunas

Rinde 4 porciones Tiempo de preparación: 10 min. Tiempo total: 40 min.

#### Ingredientes

1 frasco (6.75 oz.) de Aceitunas Españolas GOYA® Rellenas con Pimientos, escurridas y cortadas finamente (alrededor de 3 tazas)  
 2 paquetes (8 oz. cada uno) de crema de queso, a temperatura ambiente  
 1 lata (7.6 oz.) de media crema  
 1/2 cebolla amarilla pequeña, picada finamente (aproximadamente 1/2 taza)  
 1 cucharadita de Sazonador Total GOYA®  
 2 cucharadas de cebollines picados finamente, divididos en dos partes

#### Instrucciones

En medio tazón, usando una batidora, mezcla la crema de queso y la media crema hasta que quede una pasta suave. Añade las aceitunas, la cebolla, el Sazonador y 1 cucharada de cebollines. Colócalo en el refrigerador hasta que esté frío y firme, aproximadamente 30 minutos. Agrega los cebollines restantes y sirve con galletas y/o vegetales.



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# 18 Strictly Natural



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

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.

"Many of the Asian dishes available on the market these days are full of heavy oils and fats. Our secret to creating a healthy alternative is to use noodles that are baked, not fried, and to use ground nuts for fat instead of oil," says Rita Vinnicombe, co-owner of Dr. McDougall's Right Foods.

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 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.



## Sliced and Minced Grain-Free Canned Cat Food

Wellness Natural Food for Pets has introduced twelve new varieties of flavorful canned cat food to help pet parents make each meal special. Wellness Cubed, Sliced and Minced cat cans contain wholesome, natural ingredients, with flavors that even the pickiest cats will devour.

New Wellness Cubed, Sliced and Minced cat cans are 100% grain-free and contain no added artificial colors, flavors, or preservatives. For each delicious recipe, Wellness has paired succulent cuts of wholesome, all natural protein sources like chicken, turkey, salmon and tuna with delightfully savory sauces that are sure to please the palate of even the most finicky feline. The 12 tasty new varieties that will keep cats eagerly anticipating mealtime are: Wellness Minced Chicken Dinner, Wellness Minced Turkey Entrée, Wellness Minced Tuna Dinner; Wellness Sliced Turkey Entrée; Wellness Sliced Chicken Entrée, Wellness Sliced Salmon Entrée, Wellness Sliced Turkey & Salmon Dinner Wellness Cubed Tuna Entrée, Wellness Cubed Turkey & Salmon Entrée, Wellness Cubed Salmon Dinner, Wellness Cubed Turkey Dinner and Wellness Cubed Chicken Entrée.

From the proteins that help build muscles to the vitamins that support good health, these new recipes stay true to the Wellness belief that every ingredient serves a purpose. Each recipe is a complete and balanced meal, perfect for daily feeding. Put new Wellness cat cans on the menu to encourage hydration and help support urinary tract health, treating the needs of cats from head to tail.

"We are thrilled to introduce our new Cubed, Sliced and Minced recipes for cats," said Laura Marseglia, Brand Manager for Wellness pet food. "These natural, flavorful canned recipes are a great way to add variety and healthy hydration to a cat's diet. We are also mindful that some cats need or prefer a single protein source diet. That was the primary consideration behind our creating both poultry-free and fish-free recipe options."

Wellness Cubed, Sliced and Minced grain-free canned recipes for cats are available in 3 oz. cans.

## First-Ever Dairy & Lactose Free Creamers Debut

New Gluten Free & Vegan Creamers Provide Great Taste and All-Natural Nutrition

Good Karma Foods- creators of the first organic rice based ice cream, Organic Rice Divine™ - has introduced a breakthrough new line of completely dairy and lactose-free creamers offering delicious, nutritious and all-natural alternatives for those either following a restricted diet or simply yearning to embrace a healthier lifestyle without sacrificing the tastes they love.

In addition to being dairy and lactose free, Good Karma's new creamers are vegan and are free of trans-fat and gluten.

A fresh new take on creamers, Good Karma's new "first in industry" line includes three irresistible flavors: Original, French Vanilla and Hazelnut. Every bit as creamily delectable as they are beneficial, Good Karma's new creamers offer exceptional taste, quality ingredients and a complete uniqueness in the marketplace today.

According to Good Karma Foods' CEO Daniel LaValley, "We're very excited to expand our line of healthy and great tasting natural products into the creamer category and to again showcase our commitment to uncompromised goodness and health. The response to our creamers has been overwhelmingly positive, and we anticipate this being our most successful new product launch to date."

Good Karma Foods' dairy free and lactose free creamers have just become available at some 700 Wal-Mart stores across the U.S. for an SRP of \$3.37 for each 32oz unit of French Vanilla and Hazelnut and \$2.64 for each 32oz unit of Original.



## Liberty Orchard Unveils New, Healthy Snack Bars

In response to increasing consumer demand for better-for-you snack bars that also taste great, Liberty Orchards, makers of all-natural premium fruit confections since the turn of the 20th century, has tapped its expertise and abundant resources to develop a new and innovative premium fruit-based nutritional bar, the Orchard Bar.

Orchard Bars are all-natural, vegan and gluten free and loaded with premium fruits, nuts and sunflower and flax seeds. The result is a delicious burst of flavor that is rich in antioxidants (vitamins A&C), low in sodium, high in Omega-3 and a good source of protein. Orchard Bars have no preservatives, artificial flavors or colors, cholesterol or saturated fat.

"Liberty Orchards has been around since the early 1900s, and since the 1920's we have focused on fruit-based confections," said CEO Greg Taylor. "Orchard Bars represent a natural transition for us in that they provide a real fruit-based snack that not only offer exceptional taste, but also are an excellent source of nutrition."

The new, all-natural Orchard Bars are currently available in three mouth-watering flavors: Blueberry Pomegranate & Almond, Pineapple Coconut & Macadamia and Strawberry Raspberry & Walnut.

"We are extremely excited about the new Orchard Bars," said Taylor. "And we have received excellent feedback from consumers and retailers. They love the health benefits of the bar, but even more emphatically, they love the way they taste."

The Orchard Bars are now rolling out nationwide. They sell at retail for an MSRP between \$1.59 - \$1.99.

## New Gluten-Free Whenever Bars from Pamela's Make On-The-Go Snacking Easy and Healthy

Setting a high standard in gluten-free baking since 1988, Pamela's Products has launched a new line of snack bars inspired by their loyal customers. Whenever Bars are soft and chewy, gluten-free, whole grain bars that are as delicious as they are healthy and convenient.

Pamela's gluten-free certified Whenever Bars come in four delicious flavors: Oat Blueberry Lemon, Oat Cranberry Almond, Oat Chocolate Chip Coconut and Oat Raisin Walnut Spice. The line is making its way to store shelves nationwide with an SRP of \$4.99 per box, five bars per box.

"Whenever Bars are our first on-the-go gluten-free snack," said President and Founder Pamela Giusto-Sorrells, a third generation natural foods entrepreneur and baker. "I wanted to create a great tasting snack that anybody can enjoy wherever, whenever. They're made with simple, real ingredients such as cranberries, blueberries, raisins and dark chocolate so you'll feel satisfied, not hungry, after you eat one."

Only the highest quality ingredients are used in Pamela's Whenever Bars, including gluten-free oats, almonds and walnuts. The addition of chia seeds gives the bars a significant Omega 3 essential fatty acids and dietary fiber boost. They're also non-dairy, low in sodium and cholesterol, and lightly sweetened primarily with agave and coconut sugar. With nine grams of whole grains per serving, the bars meet the Whole Grain Council's requirements for wholesome grain servings and include the council's stamp on their packaging.



## New Flavors Join the Snikiddy All Natural Line-up



Snikiddy, known for its delicious and healthier snacks for the entire family, has debuted two new flavors in its popular line of All-Natural Baked Fries: Sea Salt and Barbeque.

"Everyone in the family will go for our newest flavors. Packed with taste and with the same delicious crunch as our current baked fries, these new varieties are dairy-free. We expect these new savory flavors to be just as popular as the rest," said Snikiddy, Co-Founder Mary Schulman.

Snikiddy All-Natural Baked Fries are a tasty and healthy alternative to typical fried snacks such as potato chips, veggie sticks, and the veggie chips found on store shelves.

Made from simple, wholesome and real ingredients, Snikiddy Baked Fries are popular with kids, teens and adults. The snacks are baked with real potatoes and corn and contain 50-percent less fat than traditional potato chips.

The two newest Baked Fries flavors, along with the five others (Original Seasoning, Classic Ketchup, Cheddar Cheese, Southwest Cheddar and Bold Buffalo) come in 4.5 oz sharing size bags. Leading varieties also come in one-ounce single servings.

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Champion Food Market	Lanny Disigner Outlet	Unified Wholesalers
Chase Distributors LTD	Latin America Supermarket	Value Dollar
Cheer Supermarket	Latin Discount Market	Variety Disposable
Cil Marketing	Max's Mini Mart	VH Enterprises, Inc
Classic Caterers	Morocho Supermarket	Viking Maritime
Community Foods	National	Vineland Shell
Crystal Wholesale	Navarro (3 locations)	WIC Triple A & E
David Mini Market	Neighbors Meat & Market	Wilco Distributor
Delmas 2000	Orlando Provisions	World Alliance Corporation
Diabetics Market	Paga Poco Supermarket	
Dollar Depot Market	Pepe's Grocery	
E's Country Store (2 locations)	Peritus Int'l Trade	
El Loco Supermarket	PK Food Store	
El Morro Supermarket	Pompano Supermarket	
Emma Supermarket	Presidente #14	
Family Foods	Presidente #17	
Fancy Fruit & Produce	Presidente #18	
Farms Fresh Market	Presidente #19	
Felton's Meat & Produce	Presidente #2	
Fine Foods Inc	Presidente #24	
First Choice Marine	Presidente #26	
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# New ShopRite Opens in Hatfield, Pennsylvania

## A TODAY'S GROCER

Feature Report

ShopRite opened a new store in Hatfield, Pennsylvania on Wednesday, October 19.

Located at the Hatfield Pointe Shopping Center on Forty Foot Road, the new 60,000 sq. ft. ShopRite of Hatfield Pointe is operated by KTM Supermarkets, Inc. a family-owned business. Operated by the Miller family, KTM Supermarkets is comprised of Joseph and Mary Miller, their daughters Kathi Miller-Madanci, Theresa Miller Sheeler, Maggie Miller, and son-in-law Jim Madanci. The Miller family also owns and operates the ShopRite of West Chester in West Chester, PA. With this new store, they will bring more than 250 jobs to the Hatfield community.

In addition to a broad array of groceries and fresh produce, this store will have several services that ShopRite customers have come to expect including: a fresh bake shop, fresh meat cut to order, fresh seafood delivered daily and a flo-



■ SHOPRITE opened this impressive new 60,000 sq. ft. store in Hatfield, PA, on October 19. It is owned and operated by the Miller Family which also owns and operates a Shoprite in Westchester.

ral department, as well as a broad selection of natural and organic products in every department. The ShopRite of Hatfield Pointe also offers customers a wide variety of freshly prepared hot foods, entrées and gourmet delicacies, including an authentic Chinese buffet, fresh-baked pizza, fresh-made sushi, a salad bar, Mediterranean olive bar

and cheeses from around the world.

The all new ShopRite of Hatfield Pointe has a pharmacy, an in-store café and a full-service catering department to provide anything from an intimate dinner for two to a full-scale gala event. For the convenience of its customers, the brand new store also offers ShopRite From Home, allows customers to



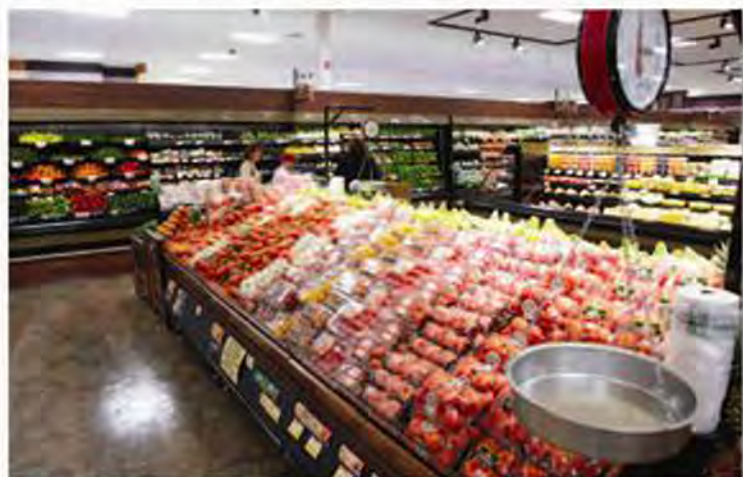
■ FAMILY CELEBRATION - ShopRite's Miller Family (back row): Kathy Miller-Madanci, Jim Madanci, Kevin Sheeler, Tammy Miller-Sheeler, Maggie Miller, Joe Miller, Mary Miller. (front row): Andrew Madanci and Joseph Sheeler.

place online orders from their home computer or mobile device for in-store grocery pick-up or home delivery.

Built from the ground up, the ShopRite of Hatfield Pointe features the latest energy-saving and sustainable technologies in refrigeration and lighting, including glass doors on the dairy and freezer cases, LED and T-8 lighting and environmentally-friendly refrigerant

systems.

"We are pleased to extend our service to our Pennsylvania neighbors with the addition of the ShopRite of Hatfield Pointe," said Joseph Miller, President of KTM Supermarkets, Inc. "As lifelong residents of this great state, we are able to meet the unique needs of our customers and we look forward to having a positive impact on the community."



■ Shoppers checkout fruits and vegetables in the well-merchandised produce department.



■ GETTING READY FOR BUSINESS - the Hatfield ShopRite Staff makes ready their impressive new deli department.



■ THE SHOPRITE OF HATFIELD POINTE also offer customers a wide variety of freshly prepared hot foods, entrées and gourmet delicacies, including an authentic Chinese buffet, fresh-baked pizza, fresh-made sushi, a salad bar, Mediterranean olive bar and cheeses from around the world.



## Stop & Shop Named "Food Donor of the Year"

Stop & Shop's New England Division President Mark McGowan (center) accepts the "Food Donor of the Year" award from Catherine D'Amato, CEO (left) and Phil Licari, chair of the board of directors, (right) of the Greater Boston Food Bank at its Partner Appreciation Luncheon in Boston, on October 14. The award honors Stop & Shop's extraordinary work in hunger relief throughout eastern Massachusetts. This year alone, Stop & Shop, its customers and associates donated 2.6 million pounds of food - the equivalent to 2 million meals estimated to be worth \$250,000.

## Hillshire Farm Debuts

### New Applewood Smoked Chicken Lit'l Smokies

Hillshire Farm has introduced new Applewood Smoked Chicken Lit'l Smokies. At 100 calories and seven grams of protein per serving, this new poultry spin on the classic Lit'l Smokies offers a better-for-you appetizer or snack option.

The first chicken Lit'l Smokies from the Hillshire Farm line of premium quality sausage products, Applewood Smoked Chicken Lit'l Smokies contain 60 percent less fat and 40 percent fewer calories than regular Lit'l Smokies, offering consumers more variety when serving up holiday hors d'oeuvres and snacks. Chicken sausage is the fastest growing protein in the sausage category, seeing 25 percent growth in 2010. With consumers continuing to incorporate more poultry into their meals, the newest addition to the line-up of Lit'l Smokies products is a tasty chicken option the



whole family can enjoy in just minutes.

"Consumers are looking for more lower-calorie snack options they can feel good about serving their families and guests," said Daryl Gormley, Brand General Manager, Hillshire Farm. "Hillshire Farm Applewood Smoked Chicken Lit'l Smokies offer the satisfying flavor our consumers expect from our Lit'l Smokies product offerings while serving as a better-for-you option that does not compromise on taste."

Whether wrapping Lit'l Smokies in crescent rolls for a tasty take on pigs in a blanket, or throwing them on a skewer for an on-the-go appetizer, Applewood Smoked Chicken Lit'l Smokies pair particularly

well with an array of dipping sauces.

Sold nationwide, Applewood Smoked Chicken Lit'l Smokies cocktail links are available in 14 oz. packaging for a suggested retail price of \$4.29.

# A.G. of Florida Holds Annual Stockholders Meeting

Pompano Beach, Florida • November 8, 2011



■ ASSOCIATED GROCERS OF FLORIDA President, Christopher Miller with Calvin Miller, Associated Grocers of Florida, CEO.



■ ASSOCIATED GROCERS OF FLORIDA CEO, Calvin Miller, with members of the Associated Grocers of Florida Board of Directors: Jim Rines, A.G. Chairman of the Board; Francis Bailey, First Vice-Chairman; Jerry Keen, Member-Audit Committee; Christopher Miller, A.G. President; Allen Neal, Member-Audit Committee; Allen Milam, Milam's Market; James Weekly, Fausto's Supermarket; Jeff Futral, Member-Audit Committee, and Manuel Herran, Second Vice-Chairman, Sedano's Supermarkets.



■ ASSOCIATED GROCERS President Christopher Miller with his Executive Assistant, Loly Pinilla.



■ Calvin Miller, Associated Grocers' CEO with Georgina Perez, A.G. Senior Executive Vice President, Louis Moore, Associated Grocers CFO, and Christopher Miller, A.G. President.



■ ASSOCIATED GROCERS CEO Calvin Miller with his Executive Assistant, Nancy Helmich.



■ Chris Lavoy, Associated Grocers V.P. - Private Label, Roy Deffler, V.P. - Real Estate & Special Events, Luzmary Jimenez, V.P. - Advertising, Ariel Mekhor, V.P. - Public Relations, Mitch Terry, V.P. - HBC, Georgina Perez, Senior Executive Vice-President and Doug Davis, V.P. - Meat & Produce. (PHOTOS: D. KANE)



■ Yno Diaz, Price Choice Supermarket, Calvin Miller, CEO, Associated Grocers of Florida and Tony Diaz, Price Choice Supermarket.

## BIC Lighter Support the USO with "Support the Troops" Collectors Series

BIC has launched a "Support The Troops" Collectors Series, featuring patriotic and military-themed imagery. Through December 31, 2012, a donation of \$0.09 for every BIC "Support The Troops" Lighter sold will be made to support the USO's programs and services.

"BIC is very pleased to offer this special Collectors Series," said Tracy Gentry, Vice President-Marketing, BIC Consumer Products USA. "We are proud of the work that USO does to support the men and women who are serving in the military, as well as their families.

These lighters will appeal to consumers who want the opportunity to show their patriotism and support for our troops."

The "Support The Troops" Collectors Series features six designs with a suggested retail price of \$1.79 per lighter.



19<sup>th</sup> Alabama

# A.G.E.F. Hosts Fall Golf Outing

The Alabama Grocers Education Foundation held its 19th Annual Fall Golf Outing, October 17, at Pine Tree Country Club in Birmingham, Alabama. The tournament included two flights and raised a fall record of over \$30,000 for the Alabama Grocers Education Foundation, which funds scholarships to employees and children of employees of Alabama Grocers Association companies. To date AGEF has awarded over \$700,000 because of the support of its members at golf tournaments such as this one.

The winners of the golf tournament included:

**MORNING FIRST PLACE TEAM:** Don Richardson and Ricky

Daniel with Birmingham Coca-Cola Bottling, Herman Fields with Gateway Foods; and Mark Bozeman with Bozeman Associated Foods.

**MORNING SECOND PLACE TEAM:** Donnie Wright, Ron McClellan and Brad Tinney with General Produce; and David Wright with Food Outlet.

**MORNING THIRD PLACE TEAM:** Delma Craft with Piggly Wiggly Alabama Distributing Company, Bud Dowling with Snyder's-Lance; and John Gross with Mrs. Stratton's Salads.

**AFTERNOON FIRST PLACE TEAM:** Mike Headley, Paul Carter

and Robert McManus with Western Union.

**AFTERNOON SECOND PLACE TEAM:** John Davis with A&R Supermarkets, Steve Mulford with Royal Foods, John Calbanos and Tommy McNorton with C Lane Company.

**AFTERNOON THIRD PLACE TEAM:** Bill Davis and Phillip Davis with A&R Supermarkets, Bryant Brooks with Frito-Lay and Blake Jenkins.

The next Education Foundation fundraiser will be a Spring Golf Tournament on April 12, 2012 at Inverness Country Club in Birmingham, Alabama.



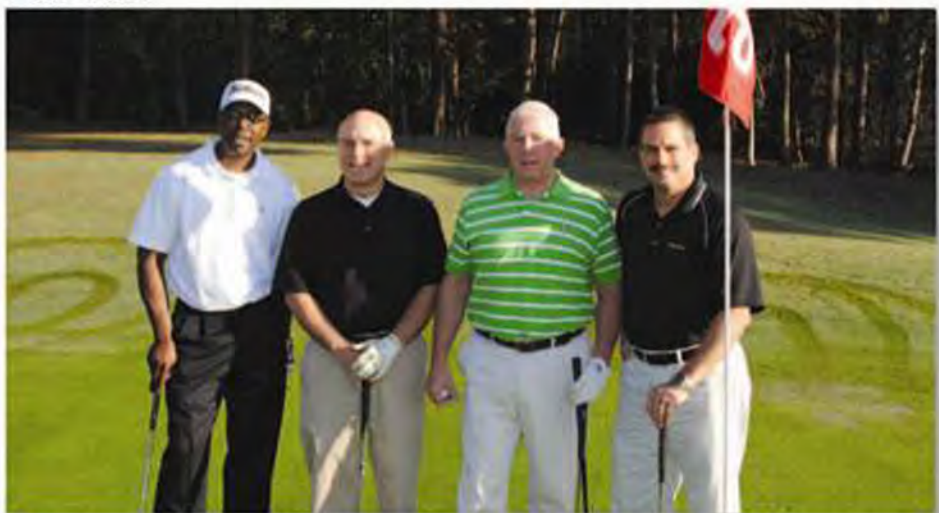
■ Bud Dowling with Snyder's Lance; Delma Craft, Piggly Wiggly Alabama Distributing and John Gross with Mrs. Stratton's Salads.



■ Daniel Montgomery and George Baker and R.L. Zeigler and Jay Welborn and Ron Mitchell, Piggly Wiggly.



■ David Gregerson with Gregerson's Foods; Malcom Calhoun, Calhoun Foods; Keith Knight and Scott Cossiboom, Associated Wholesale Grocers.



■ Ron Murphy and Larry Woodward with Barber's Dairy and Mike Shannon and Joe Yeazitiz with Publix Super Markets.



■ Scott O'Brien, Piggly Wiggly Alabama Distributing; Robert McGuffie and Vincent Pizzatola with D&T Sales and Dan Burdick with Frozen Specialties.



■ Ron McClellan with General Produce and Jay Mitchell, Mitchell Grocery and Chairman of the Alabama Grocers Education Foundation.



■ John Balbanos with C. Lane; John Davis, A&R Supermarkets; Steve Mulford, Royal Food and Tommy Norton, C Lane.



■ Randy Daniel, Red Diamond; John Fox Jr., C&M Foods; Wade Payne, Food Giant; Quin Coker, Blue Bell and Steve Lowery, Blue Diamond.



■ Tom Keller, Leland Slay; Stan Alexander and Larry Wilson, Associated Grocers of the South.



# Navarro Celebrates A Big Opening in Homestead

Major Crowds Welcome Debut of Company's New Miami-Dade Location

## A TODAY'S GROCER Exclusive Report

**N**avarro Discount Pharmacy, the largest Hispanic-owned pharmacy chain in the U.S., opened the 30th store in the company, November 10, in Homestead, Florida. The new store is located at: 2598 NE 10th Court in the Homestead Pavilion Shopping Center. This continues Navarro's growth strategy of 22 new stores in the next three years. A Pembroke Pines location is expected to open in the spring of 2012.

Sales during the soft opening week, and for the grand opening, were higher than any other new store in years. Juan Ortiz, Navarro's CEO, attributes this to pent up demand in the Homestead area for a community pharmacy and because the Navarro brand is very well known within the local Hispanic community even though the company did very little advertising. More than 250 people were in line when the store opened at: 7:30am.

Javier Fernandez heads the management team at the new Homestead store. He is assisted by ASSISTANT STORE MANAGER - Carlos Arencibia and PHARMACY MANAGER - Juan Paula, R. Ph.

The new Homestead store has 11,280 sq. ft., slightly smaller than Navarro's average footprint of 15,000 s.f. To improve customer service, the pharmacy was moved next to the entrance of the store. The fragrance and beauty area was expanded with enhanced light boxes and more products. Also, Navarro has completed the roll out of - and is now selling - the first of its Vida Mia™ private label products in its stores. Available in the Homestead store is Vida Mia milk and bleach. Lastly, to meet the needs of the Mexican population locally, the Homestead store has stocked products such as an extensive selection of chili peppers, Corona and Dos Equis beer, piñatas, and popular brands of nectar drinks produced in Mexico such as Jarritos and Jumex.



**LARGE CROWDS** were on-hand, November 10, to welcome the opening of a new Navarro Discount Pharmacy in Homestead, Florida. The new 11,280 sq. ft. store is located at 2598 N.E. 10th Court in the Homestead Pavilion Shopping Center.



**NAVARRO MANAGEMENT TEAM** - On-hand for the Grand Opening (left to right) were: Vice President of Merchandising - Jose Alvarez, Executive Vice President of Pharmacy Operations - Albert Garcia, COO - Jim Thatcher and Navarro CEO - Juan Ortiz.



**NAVARRO COO Jim Thatcher** (center) pictured with Gregg Young, Sales Manager and Ariel Melchor, V.P. of Public Relations, Associated Grocers of Florida, Inc.



**Hector Martinez, Tecnica; Navarro #34 Store Manager, Javier Fernandez; with Gregg Young and Ariel Melchor, A.G. of Florida.**



**Carlos Sanchez and Hector Martinez, Tecnica** pictured with Navarro V.P.-Merchandising, Jose Alvarez (center), Jose Ramon Cruz, V.P.-Director of Safety & Loss Prevention and Navarro V.P. of Information Technology, Sergio Campos.



**STATE-OF-THE-ART TECHNOLOGY** - The new store is able to process customer orders quickly and efficiently thanks to modern equipment and installed and maintained by Doral-based, Tecnica.



**IT'S OFFICIAL!** Navarro Discount Pharmacy CEO Juan Ortiz (center, left) and Homestead Store Manager Javier Fernandez (center, right) are joined by other celebrities in marking the formal opening of new Navarro Store #34.

## Getting to Know JAVIER FERNANDEZ

Homestead (Florida) Store Manager

Originally from Cuba, Homestead Store Manager, Javier Fernandez arrived in the United States in 2003. He joined Navarro in 2004 as a stock man. Prior to his new Homestead assignment, he was at the Doral Navarro location. Javier and his wife, Susel reside in the Kendall area where his hobbies include: soccer, baseball and dining.



**The fragrance and beauty area** has been expanded with enhanced light boxes and more product offerings.



**To meet the needs of a large local Mexican population,** the Homestead store has stocked products such as an extensive selection of party piñatas.



**MOO NEWS** - Available in the Homestead store is new Vida Mia milk.



**The new Navarro Discount Pharmacy** features a large, well-merchandised grocery department, fully-stocked with both food and non-food items.

# New Save-A-Lot Opens in Hollywood



■ SAVE-A-LOT, a wholly-owned subsidiary of Supervalu, Inc. opened this 15,000 sq. ft. location, October 20, at 2420 N. Dixie Highway in Hollywood, Florida. The new store fills a much needed void in food retailing in the Hollywood-Dania area it serves.

**A TODAY'S GROCER**  
Exclusive Feature

Save-A-Lot, the Supervalu-owned hard-discount limited-assortment grocery chain opened a new store in Hollywood, Florida, October 20. The location is the second in Hollywood for the company.

The all new store is located at 2420 N. Dixie Highway at a site well-known to veteran members of the food industry as having been at one time a Winn-Dixie and later a successive list of independent operators. But, the new Save-A-Lot has nothing in common with the aforementioned, except the address. "We kept the four walls, but everything else is brand new," Save-A-Lot District Manager, Ali Hassan told TODAY'S GROCER. "This is an all new

store, in every respect."

To further the company's commitment to the Hollywood community, Save-A-Lot donated \$5,000 to the Feeding South Florida, a local chapter of Feeding America. Save-A-Lot also distributed bags of groceries to 3,000 families in nearby neighborhoods.

Approximately 80% of the store's offerings are private label, store brands, sold at up to 40% cheaper than conventional name brands. The 15,000 sq. ft. store features a full variety of meat and produce items.

"At its core, Save-A-Lot is committed to helping families by offering wholesome food at affordable prices," said Chon Tomlin, external communications manager for Save-A-Lot. "We are excited to expand our offerings in this area and look forward to further-

ing our service in the Hollywood community. Further, we are honored to support the efforts of Feeding South Florida with a contribution of fresh quality produce to help round out meals provided by pantries throughout the area." And it is. In three months the company totally transformed the store, making way for an attractive shopping option for residents of northeast Hollywood and Dania.

In celebration and support of the grand opening, the company invited the community to attend a preview party on the Wednesday prior to the opening, featuring live music, free sampling and giveaways.

Store Manager Manuel Meneses and his staff are on-hand to welcome shoppers to their new store. The store is open for business seven days a week; 8:00 a.m. – 8:00 p.m.



■ OPENING DAY SMILES – Save-A-Lot District Manager, Ali Hassan (left) pictured with Hollywood Store 342 Manager Manuel Meneses.



■ SAVE-A-LOT's Ali Hassan and Manuel Meneses present a check representing a \$5,000 donation to Feeding South Florida Director of Development, Anthea Pennant at the preview party. In addition, Save-A-Lot Distributed 3,000 bags of groceries to area families before the event.



■ SAVE-A-LOT FLORIDA EAST BUSINESS UNIT team members pictured with the \$5,000 check for Feeding South Florida presented by the Save-A-Lot Charitable Gifts Fund: Alatiel Barragan, Ryan Barnes, Sue Grover (Reg. Marketing Manager), Ray McDonaki, Sal DeRoy, Ralph Pietroburgo, Shelby O'Connor, Jose Castro, Chuck McCutchan, Mike Hurley, Jim Demola, Ali Hassan, Larry Dimauro and John Skinner.



■ READ TO SERVE – Save-A-Lot District Manager, Ali Hassan (left) and Store Manager Manuel Meneses (fourth from right) are pictured with the staff of store #342: Johana Garcia, Nahja Powell-O'Neil, Yolanda Whitfield, Rocardo Rodriguez, Jeff Place, Toni Ann Cambrai, Ricardo Gorzalez and Carlos Romanes.



# Best Tasting Coconut Water on the Market!

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**JCS Reggae Country Style.**

Take a sip of JCS Reggae Country Style Jelly Coconut Juice and enjoy a cool, refreshing taste of paradise. It is a great way to quench the thirst instead of the usual carbonated soda pop.

Drinking JCS Jelly Coconut Juice, made from real coconuts, is the next best thing to owning a machete and cutting open a freshly picked coconut yourself, but without the hassle! Each can contains the natural water from young coconuts along with luscious bits of real coconut meat.

Unlike most other brands of coconut juice, ours is unique because it is not overly sweetened. Instead, we use natural cane juice to allow the flavor of the coconut to dominate the taste buds with each sip.

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# Wines & Beers



## Drambuie 15 Begins Nationwide Rollout

Drambuie Liqueur has announced the U.S. introduction of its new premium expression, Drambuie 15. A refined, drier expression of the original Drambuie Liqueur, this new offering is made exclusively with 15-year-old Speyside malt whiskies infused with a secret recipe of herbs, spices and heather honey. Drambuie 15 is a scotch-forward liquid that brings the whisky cues of Drambuie Liqueur to the fore and is perfect for sipping and savoring either neat or over ice.

"Since the U.S. debut of Drambuie 15 liqueur at Tales of the Cocktail in New Orleans last July, the positive response to this new premium expression has been astounding," said Cherie Koster, senior brand manager for Drambuie. "Whisky connoisseurs, experimenters and enthusiasts have all expressed their enjoyment of this more refined, drier addition to the House of Drambuie. We are thrilled to begin our national rollout to markets across the United States so a wider audience may now enjoy this new offering that is thoroughly scotch-forward without losing the distinct flavor of Drambuie Liqueur."

Drambuie 15 (43% ABV) has begun its nationwide rollout with a suggested retail price of \$59.99 for a 750mL and \$79.99 for 1L.



## Farnese Wines

For Great Taste...  
and Great Profits

The name Farnese is one of Italy's most illustrious. In Renaissance times, this noble family's wines made scintillating appearances on the banquet tables of numerous European courts thanks to Princess Marguerite of Austria, daughter of an Emperor and wife of Prince Octavio Farnese.

Over four centuries later, the Farnese wines – albeit encompassing an ample range of terroirs and microclimates throughout Abruzzi, instrumental in achieving complexity and consistency – are crafted in the heart of the Colline Teramane DOCG appellation, at titanic, state-of-the-art facilities covering 50,000 square meters (13,000 of which is the actual winery). These were entirely refurbished in 2004 and now include ultramodern equipment and vinification lines as well as over 1,000 barriques of the finest French and American oak, employed for a maximum of 3 years, and 50 Slavonian oak barrels of 25 or 50 ha. capacity.

Joint owners Valentino Sciotti and Camillo de Iulius capsulize Farnese philosophy in two words: Progetto Qualita. Progetto Qualita Farnese is a stringent series of Quality Criteria providing the framework of every single stage in the process from vineyard to bottle; no one on the Farnese team, no matter how small the role in the total picture, can stray from these demanding standards. The team itself comprises a large group of young, dynamic wine professionals. The half a dozen winemakers are led by Filippo Baccalaro and technical consultant Professor Mario Ercolino – not to mention top-notch agronomists like Remo de Guilianonio.

To learn more about the Farnese profit story, go to [www.empson.com](http://www.empson.com).

## Flasq Wines Introduces Cuvée Blanc

FLASQ Wines has announced its latest blend packaged in its signature quick-chilling, aluminum bottles – Cuvée Blanc. Created by St. Helena, CA-based, JT Wines, the FLASQ Cuvée Blanc hails from Sonoma County's famed Alexander Valley.

Consisting of 80% Sauvignon Blanc, 19% Viognier and 1% Moscato, Cuvée Blanc reveals tropical and light floral notes featuring ripe peaches and apricots, while also boasting a slight effervescence. "We are delighted with the new Cuvée Blanc," said Tim McDonald, co-founder and CEO of JT Wines. "Aficionados of Alexander Valley have been pleased with the blend's light sweetness, and the reaction from our Millennial fans has been nothing short of sensational. Responding to the growing popularity of sweeter wines across the country, particularly the coined 'Moscato Madness,' Cuvée Blanc is an easy drinking wine with attractive varietal-specific complexity and rich flavor for which our customers have been asking."

Known as Great Wine, Any Time, FLASQ is the first U.S. wine to be packaged in 100% recyclable and quick-chilling aluminum bottles. It appeals predominantly to drinking-age Millennials and Gen Xers with active lifestyles – from hiking and tailgating to boating and golf (even less recreational activities like lounging by the pool or at the bar with friends) – who desire a modern design, convenient and portable packaging, and an environmentally-responsible product.

"Interest in FLASQ is buzzing," continued McDonald. "Wine shops, bars, resorts and grocery stores in over 30 states are now carrying our wines. Spectators have also enjoyed FLASQ at Infineon Raceway during elite NASCAR and INDYCAR events, as well as at the San Francisco Giant's AT&T Park."

Compared to glass and plastic, what are the benefits to bottling wine in aluminum? There are many advantages, whether for the convenience of the wine drinker or the merchant:

In January, FLASQ Wines was launched featuring Chardonnay and Merlot varietals from California's prominent Monterey and San Luis Obispo counties. Today, Cuvée Blanc joins the popular family of wines, which generally sell for \$6.99 per bottle (varies by market).

### A Symphony of Flavors

## First Organically Grown German Riesling Available in the U.S. Debuts

Natural Merchants, LLC, with headquarters in Grants Pass, Ore. and Cartagena, Spain, introduces Lorenz "Symphony" Riesling—the first U.S. imported German Riesling made from 100% Organically Grown Grapes and certified by the USDA. The Symphony label also includes a popular German red varietal: Symphony Dornfelder. Both wines are grown and produced by the Lorenz Family in the heart of Rheinhessen, Germany's number-one vineyard region. The suggested retail price for both wines is \$16.99 and they are now available for distribution nationwide.

Symphony Riesling is a blend of 85% Riesling and 15% Rivaner grapes, all 100% organically grown. Riesling is one of the world's most celebrated white wine varietals. The wine has a deep and well balanced body and fruity undertones, in the tradition of great German Rhine Rieslings. The wine is a classic-dry, elegant Riesling of great harmony, with delicate floral undertones, reminiscent of citrus fruits and a hint of peach. Symphony is savory-fresh to the palate, with a beautiful underlying fruitiness.

Symphony Dornfelder is a blend of 90% Dornfelder and 10% Cabernet grapes, all 100% organically grown. Dornfelder is Germany's richest red wine with a deep but smooth aroma and beautiful color. A relatively new varietal, Dornfelder has the potential to become one of the world's great red wines. The wine has a dry-yet-fruity medium body with rhubarb, wet cedar and cherry notes. It is soft on the palate with beautifully embraced tannins and a hint of ripe forest berries.



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*Additional fees may apply. Prices do not include a \$2.00 facility fee.			

Buy tickets at [Ringling.com](http://Ringling.com), [ticketmaster.com](http://ticketmaster.com) Retail Locations, American Airlines Arena Box Office or call 1-800-745-3000

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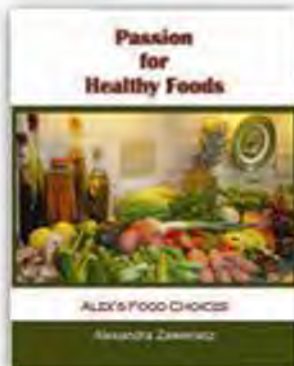
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**"Mistolín al sucio le pone fin"**

30

# BookReview



Author Alexandra Zawieracz has developed two versions of her new cookbook – one with pictures, and one without.

of mouth-watering recipes that include dishes from all categories: breakfast, salads, vegetables, desserts, juices and smoothies, and more. Recipes that stand out include the roasted banana with chocolate cream, grilled zucchini pizza, and the baked sweet potato fries. Audiences will see their favorite recipes transformed into a health haven, while preserving the texture and taste of the dish. With two hundred plus recipes, there is something for everyone.

Zawieracz's writing style caters perfectly to cookbooks, with concise and clear instructions. Also, with pictures at the top of each recipe page, the audience knows exactly what the outcome should look like. Additionally, the exhaustive list of ingredients insures that each recipe is bound for victory.

Passion for Healthy Foods is a must-have cookbook: insightful, well researched, and a reservoir of tasty delicacies and exotic dishes turned healthy. Zawieracz leaves no stone unturned!

## Passion for Healthy Foods

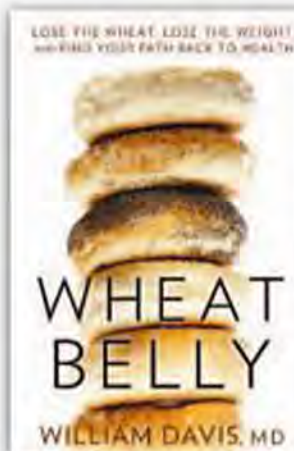
By ALEXANDRA ZAWIERACZ

Passion for Healthy Foods, by Alexandra Zawieracz, not only features the delicious recipes of ordinary cookbooks, but also focuses on the health aspect. Author of Passion for Healing & Well Being, Zawieracz's guide makes eating healthy an enjoyable and gratifying process. A nutritious and natural diet is potent enough to cure the most debilitating conditions, from chronic illnesses to minor setbacks. While one would have to put extra effort into cooking, the author suggests that healthy eating doesn't have to be boring.

Zawieracz transcends the very definition of a cookbook. Filled with diagrams regarding organic foods, a list of healthy fats, food pyramids, foods that are as good as poison, and an extensive list of tantalizing recipes, Passion for Healthy Foods is educational, an excellent theoretical and practical creation of health literature.

The obesity rate for a country dependent on fast food is not surprising. Essentially, poor diets affect physical as well as mental, emotional, and spiritual peace of mind. In this book, readers will have access to foods that are low in acidity, the sugars that one should not eat at all costs, which foods are rich in good and bad cholesterol, etc. Passion for Healthy Foods is ultimately a seamless fusion of a nutrition bible and cookbook.

The beginning of the book is dedicated solely to educating the masses on nutrition. Many readers will be shocked at the foods that are included in the unhealthy list. From there, however, the author offers up 220 pages



## Wheat Belly

Lose The Wheat, Lose The Weight, And Find Your Path Back To Health

By WILLIAM DAVIS, MD

Think America's obesity epidemic is the result of too much fat and sugar and too little exercise? What if the real culprit were the "healthy whole grain" products aggressively marketed to us by food companies and endorsed as "heart healthy" by government agencies? In his explosive new book WHEAT BELLY: Lose the Wheat, Lose the Weight, and Find Your Path Back to Health (Rodale Books, ISBN: 978-1-60961-155-2; \$25.99 Hardcover; 304 pages) cardiologist Dr. William Davis makes the case that wheat, the world's most popular grain, is also the world's most destructive and dangerous dietary ingredient.

The notion that a foodstuff so fundamentally ingrained in the human experience can be bad for us is unsettling. But this is not the same grain our forbearers ground into their daily bread. Wheat has changed dramatically in the past 50 years under the influence of agricultural scientists who have genetically altered it beyond

recognition with little or no questioning of whether these agricultural "evolutions" are compatible with human health. In Wheat Belly, Dr. Davis reveals modern wheat's connection to everything from weight gain, diabetes, and heart disease, to neurological disorders like dementia.

Dr. Davis advocates that despite all our best efforts (eating "better," exercising more), we're heavier than ever. Once upon a time someone weighing over 250 pounds was a rarity, today it's a common sight. Wheat bellies—the result of years and years of consuming foods that trigger insulin (the hormone of fat storage)—are everywhere. Ironically, the national trend to reduce fat and cholesterol by eating "more healthy whole grains" is what has made us fatter and sicker, all the while making the food industry richer and richer. Wheat has become the national icon of health thanks to the actions of Big Food and government agencies such as the USDA and other "official" opinion-makers like the American Heart Association, the American Diabetic Association, and the American Dietetic Association. Under their directive, most Americans now consume foods made with wheat flour at every single meal and snack—to dangerous results.

In Wheat Belly Dr. Davis exposes the shocking truth about modern-day wheat and its effects on brain and body—exaggerated blood sugar surges (two slices of whole wheat bread—yes, whole wheat bread—have a greater impact on your blood sugar than a candy bar), bone cartilage damage, acne and rashes, heart disease, diabetes, and even neurological disorders (including delusions of schizophrenia). Informed by decades of clinical research and backed by casestudies of men and women who have experienced life-changing transformations in their health after waving goodbye to wheat (Dr. Davis has put over 2,000 of his at-risk patients on a wheat free regimen and seen extraordinary results), Wheat Belly is an illuminating look at a familiar food as well as an affirmative life plan for regaining health and losing unwanted pounds.

Wheat Belly is a truly groundbreaking and eye-opening book that is sure to have people talking.

## The Craft of Stone Brewing Co.

Stone Brewing Co. has debuted its highly anticipated literary tome—The Craft of Stone Brewing Co.: Liquid Lore, Epic Recipes, and Unabashed Arrogance.

This new book contains a behind the scenes look at the 15 years of Stone Brewing Co., straight from co-founders Greg Koch and Steve Wagner; an in-depth history of beer through the ages, revealing how four simple ingredients combine to make liquid magic; pointers on properly storing and pouring craft beer, as well as a primer on pairing beer with food; recipes from the award-winning Stone Brewing World Bistro & Gardens, including Garlic Cheddar and Stone Ruination IPA Soup, and the (in)famous Arrogant Bastard Ale Onion Rings and never before released homebrew recipes including Stone Pale Ale, Stone Smoked Porter, Stone Old Guardian Barley Wine, and Stone 12th Anniversary Bitter Chocolate Oatmeal Stout.

### About The Authors

GREG KOCH and STEVE WAGNER are mad passionate about great beer. As the co-founders of Stone Brewing Co., they've become recognized leaders in the craft brewing industry. Greg is also co-author of the recently published *The Brewer's Apprentice: An Insider's Guide to the Art and Craft of Beer Brewing, Taught by the Masters*. He is frequently called on to speak on topics ranging from craft beer to business to food to marketing, bringing a bold, entertaining, and often humorous approach along with his philosophy. Steve is the President of the California Small Brewers Association, and is currently writing an in-depth book on IPAs with Stone Brewmaster Mitch Steele that will be published in 2012.

A graduate of the California School of Culinary Arts and a BJCP Recognized Beer Judge, RANDY CLEMENS has written for *Gourmet*, *Savuer*, *BeerAdvocate*, *Draft*, *Imbibe*, *Los Angeles*, and *Wine Enthusiast*. He is also the author of *The Sriracha Cookbook* and is the Public Relations Coordinator at Stone Brewing Co.



## How to Survive and Thrive in the New Economy

By: RON VOLPER, PH. D

Today's customers are scared, and their buying behavior has changed dramatically. As a result, sales professionals and their companies need to change their sales strategies in order to survive.

These are tough times, but help has arrived: *Up Your Sales in a Down Market* is an easy-to-follow book that will help any sales professional or entrepreneur, no matter what their level.

*Up Your Sales in a Down Market* is a hands-on guide featuring 20 clearly defined strategies to increase sales. Sales professionals will learn practical skills and easy-to-implement strategies that will enable them to win over cautious customers, help customers overcome fears and objections so they are ready to buy, avoid and bounce back from a sales slump, give sales presentations that will convince hard-to-win-over customers, and lead and train sales teams based on the winning habits of top-performing salespeople.

For newcomers to seasoned sales professionals, *Up Your Sales in a Down Market* presents advice and tested practices from top-performing salespeople to help sales professionals and their companies meet and exceed their revenue goals.

*Up Your Sales in a Down Market: 20 Strategies From Top Performing Salespeople to Win Over Cautious Customers* (Career Press, 224 pgs., price: \$15.99).



# Video

## Boy Wonder

Beware the Hero

The urban psychological-thriller *Boy Wonder*—already an underground cult hit that has garnered 13 awards and been critically acclaimed during a limited theatrical run and at film and pop culture festivals across the country—now debuts on VOD and DVD from Inception Media Group.

In this riveting and gritty film, a young boy witnesses the brutal murder of his mother during a Brooklyn car-jacking... leaving him to be raised by his alcoholic father (Bill Sage, HBO's *Boardwalk Empire*, *Handsome Harry*, 2010 Best Picture-nominee *Precious*, *American Psycho*, *If Lucy Fell*). Now a 17-year-old loner, Sean Donovan (Caleb Steinmeyer, HBO's *True Blood*, ABC's *Lost*) is relentlessly haunted by his past and obsessed with finding his mother's killer.

Drawn into a nocturnal urban underworld, Sean's consuming rage is vented one night, defending himself from a chaotic attack by a drug dealer. Thus begins his life as a quiet, straight-A student by day and a self-appointed hero at night.

Investigating a series of vigilante murders, hot-shot new homicide detective Teresa Ames (Zulay Henao, *Fighting, S. Darko*, *Feel the Noise*)—broken by her own troubled life—takes an interest in Sean and his case. Yet the closer Teresa gets, the more suspicious she becomes. Engaged in a twisting game of cat and mouse, Sean and Teresa become allies by day... and enemies by night.

But what is a real hero? Who decides what is right or wrong? As the boundaries between justice and vengeance blur, Sean's dual life wears on his psyche and his two worlds careen dangerously close to colliding.

Like a graphic novel you can't put down, *Boy Wonder* challenges morality, distorting perceptions of what is right and what is justified, as it races to its shocking conclusion.

Running Time: Approx. 97 Minutes (Plus Special Features)  
SRP: \$26.98



## Dahling: A Tribute to Zsa Zsa Gabor

From Hungary to Hollywood, Celebrate One of Entertainment's Most Glamorous Icons

Once described by Merv Griffin as "glamour personified," celebrate a true Hollywood icon who has graced screens silver and small in *Dahling: A Tribute to Zsa Zsa Gabor*, on DVD from Inception Media Group.

As well known for her real-life romances (nine marriages) as her on-screen dalliances, the Hungarian beauty helped create and define the archetypal American cinematic role of the ditzy, blonde bombshell.

With an hourglass figure, platinum tresses, pouty lips and an appealing but perplexing accent, Gabor—crowned Miss Hungary in 1936—exuded charm, grace and sensuality. Along with her ubiquitous mother and less-famed (but equally beautiful) sisters Magda and Eva, Gabor burst onto the U.S. social scene in 1941 and was soon a sought-after actress.

Zsa Zsa's European and seemingly old-world aristocratic flair highlighted dozens of films and television shows alongside many of Hollywood's most legendary leading men and women.

But it was her free spirit, escapades and racy wit that most frequently grabbed headlines. Once commenting on her own celebrity, she philosophized, "Being jealous of a beautiful woman, Dahling, is not going to make you more beautiful."

Included on this DVD are TV's *Milton Berle Show* (1956); TV's *G.E. Theater: The Honest Man* (1956); and the cult feature film favorites *Mooch Goes to Hollywood* (1971) and *Frankenstein's Great Aunt Tillie* (1984). BONUS: Four original film trailers (1952-1993).

Stars featured alongside Zsa Zsa include Ronald Reagan, Jack Benny, Milton Berle, Mickey Rooney, Vincent Price, Phyllis Diller, Edward G. Robinson, Cesar Romero, Mary Lawrence, Sam Jaffe, Rose Marie, Dick Martin, Marty Allen, Charles Bronson, Darren McGavin, James Darren, Jill St. John, Jim Backus, Higgins (the dog of *Petticoat Junction* fame) and more.



## The Mediterranean Diet Improves Liver Health - Regardless of Weight Loss

The benefits of the Mediterranean Diet go beyond weight loss, even when weight loss isn't achieved. Researchers from St. Vincent's Hospital, Melbourne, Australia studied 12 patients without diabetes who had nonalcoholic fatty liver disease (NAFLD), and the results of their study demonstrated that liver health was improved even without weight loss. "Subjects had a significant improvement in insulin sensitivity, indicating a reduction in the risk of developing Type 2 diabetes. This was demonstrated without weight loss, thus suggesting that a change in macronutrient intake alone without weight loss can improve metabolic health," said Marno Ryan, MBBS, MD.

Dr. Ryan, continued, "This small, highly controlled study demonstrated that a 6-week Mediterranean Dietary intervention could lead to a reduction of liver fat by 39% compared with a current recommended healthy diet. This has significant implications for patient care. Previously dietary studies in NAFLD have been lacking. We can now offer pa-

tients evidence-based dietary advice that will reduce their risk of diabetes and liver disease even without weight loss."

NAFLD is a cause of fat deposited in the liver and not associated with alcohol use; instead, it's associated with insulin resistance and metabolic syndromes such as obesity, diabetes, and high blood pres-

sure. The condition could affect up to 30 percent of the US population, and can be detected through blood tests measuring for liver enzymes or ultrasound, but liver biopsy is the surest way of confirming NAFLD. All 11 subjects in this study had NAFLD confirmed by liver biopsy.

This study compared the Mediterranean Diet to the National Heart

Foundation Diet, and concluded that the former diet significantly reduces both liver fat and inflammation and significantly improves insulin sensitivity. There was no significant change in any of these three measurements for patients while on the National Heart Foundation Diet. "Weight loss is difficult to achieve and maintain; however this has pre-

viously been the only accepted therapeutic strategy for NAFLD," said Dr. Ryan. "We have now demonstrated that adherence to the Mediterranean Diet can reduce liver fat, and improve insulin sensitivity, without weight loss, thus reducing the risk of development of liver disease and Type 2 Diabetes Mellitus."

## C&C Buys Hornsby's Hard Cider From Gallo

Continued from PAGE 2

U.S., our company is increasingly focused on wine and spirits which is why we made the decision to sell," said Peter Abate, Vice President and General Manager of the Value and Spirits business units of E. & J. Gallo Winery. He added, "Hornsby's is a good strategic fit for C&C as the U.S. hard cider market appears primed for expansion."

Following the sale, both companies will work together for the next year on the transition over to C&C which includes Gallo assisting with the product processing and distribution. No Gallo employees will be impacted by the sale.

## Perkins & Marie Callender Emerge from Bankruptcy

Continued from PAGE 2

chief executive officer of the company and as a member of the board of directors from 2005-2011, will continue to serve as chief executive officer of the company and chairman of the new board of managers.

"Our financial restructuring has significantly improved the company's balance sheet, eliminating over \$200 million in debt, and optimized its operational structure. Perkins will emerge from this process a leaner and stronger company," said Trungale, the chief executive officer of the company. "We are now better positioned than ever before to continue as a leading force in the family-dining and casual-dining restaurant industry and to continue to provide our customers with a first rate dining experience."

Perkins & Marie Callender's Inc. and eleven of its subsidiaries and affiliates filed for Chapter 11 protection on June 13, 2011, to improve the company's balance sheet and operational performance.



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

**RIVIANA FOODS INC., Houston, Texas**

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## Stop & Shop Receives Outstanding Philanthropic Corporate Award

Continued from PAGE 2

"The Boys & Girls Club of Pawtucket is extremely fortunate to count Stop & Shop among our corporate, community partners. This recognition is more than well deserved as their significant involvement and generous contributions truly make a difference for at-risk kids and their families not just in Pawtucket, but across the state as well," said James Hoyt, CEO of the Boys & Girls Club of Pawtucket.

Since January 2010, more than \$2 million in grants have flowed from the Stop & Shop/Giant Family Foundation to address childhood obesity through area non-profits' educational, recreational and nutritional programs on the issue.

What began as an individual store's relationship with the Boys & Girls Club of Pawtucket has become a broader, long-term partnership. The supermarket company now funds health and wellness programs for Pawtucket Club mem-

bers, 6-18, and their families. Pawtucket is also the hub for the statewide Turkey Express donations and deliveries.

National Philanthropy Day acknowledges the full spectrum of services provided by the nonprofit community and recognizes the impact that philanthropy has on society. Each year AFP-RI honors individuals, businesses and groups who, through their hard work and dedication, have enhanced philanthropy, their communities and the world.

## Christopher Miller Named President of Associated Grocers of Florida

Continued from PAGE 1

ued to diversify his expertise in food distribution, expanding his responsibilities with AG. to include: sales, marketing and procurement, which solidified his role as Chief Operating Officer, a position he has held for the past 5 years. Christopher has engineered many new initiatives during his tenure as COO that are focused on the growth and the success of his customers. His experience and passion make him an ideal leader as Associated Grocers continues to expand not only in Florida, but

internationally, with plans to expand A.G.'s market to over 100 countries.

"We must continuously challenge ourselves and our processes to maximize our efficiencies for our stores and stockholders," Miller told TODAY'S GROCER. With our state-of-the-art distribution center and our cutting edge IT Department, we are operationally poised for continued growth in Florida, the Caribbean and Central and South America." He continued by stating that he believes that the A.G. of Florida marketing programs will assist the company's retailers to grow their businesses.

## Chiquita to Consolidate Corporate Headquarters in Charlotte, NC.

Continued from PAGE 2

that Charlotte is the optimal location for our business and that our decision to relocate is in the long-term best interest of our company, customers, employees and shareholders," said Fernando Aguirre, chairman and chief executive officer. "Charlotte provided the most compelling economic opportunity to lower our long-term operating costs and the region is an attractive community for our employees. Importantly, the Charlotte airport provides improved access to international markets, customers and Chiquita operations around the world."

"We are grateful for the efforts and leadership of Governor Perdue, Mecklenburg County Commission Chair Roberts, Mayor Foxx, the Charlotte Chamber of Commerce and Charlotte Center City Partners for working with us to make this relocation possible. We look forward to joining the Charlotte business community and beginning this exciting new chapter for Chiquita," added Aguirre.

"Chiquita looked across America for a place to locate its global headquarters and they chose Charlotte, North Carolina," said North Carolina Governor Bev Perdue. "Once again this state's tremendous workforce, top business climate and accessible infrastructure attracted an inter-

nationally competitive company."

"We welcome Chiquita and its global headquarters to Charlotte," said Charlotte Mayor Anthony Foxx. "Their move, which follows an all-hands-on-deck recruiting effort, serves to further diversify Charlotte's economy and bring a significant number of high quality jobs. Chiquita has a legendary track record of corporate citizenship, and, in addition to its economic impact, we can also look forward to the many ways in which its presence will enhance our quality of life."

Chiquita will offer the great majority of its Cincinnati employees the opportunity to relocate to the North Carolina headquarters. The decision to relocate Chiquita's headquarters is part of the company's ongoing efforts to make its operations more efficient, and follows a thoughtful and rigorous review of Chiquita's corporate operations.

The company expects that total project related costs will total \$30 to \$35 million during the next two years, of which \$24 million will be recaptured through state, local and other incentives during the next decade. In addition, the company expects to generate ongoing operating cost savings of more than \$4 million annually during the next decade from the benefits of domestic consolidation of locations, lower rental rates and travel costs.

## BI-LO and Winn-Dixie to Merge

Continued from PAGE 1

\$9.50 in cash per share of Winn Dixie common stock, representing a premium of approximately 75% over the closing price of Winn Dixie common stock on December 16, 2011.

A Special Committee of the Winn Dixie Board of Directors, comprised of eight independent directors, and advised by independent financial and legal advisors, negotiated the transaction and recommended it to the full Board. The full Board unanimously approved the agreement and recommends Winn Dixie shareholders vote in favor of the transaction.

"We are very excited about the merger of BI LO and Winn Dixie," said Randall Onstead, Chairman of BILO.

"With no overlap in our markets, the combined company will have a perfect geographic fit that will create a stronger platform from which to provide our customers great products at a great value, while continuing to offer exceptional service. BI LO and Winn Dixie are both strong regional brands with similar heritages, compelling customer connections, and outstanding employees. Both have been an important part of the communities and families they serve, and we look forward to building upon these two iconic brands and serving loyal customers for years to come."

"This transaction with BI LO provides Winn Dixie shareholders with a significant cash premium for their shares. We believe this transaction is in the best interests of our shareholders," said Peter Lynch, Chairman, CEO and President of Winn Dixie. "By combining BI LO and Winn Dixie, we anticipate building

a company that is stronger than our individual businesses and creating opportunities for continued advancement through the cross pollination of our people and the sharing of ideas across our organizations, all to the benefit of our guests, suppliers, team members and the neighborhoods that Winn Dixie serves."

The transaction is expected to close in the next 60 to 120 days, subject to the approval of Winn Dixie shareholders and other customary closing conditions, including expiration of the applicable waiting period under the Hart Scott Rodino Antitrust Improvements Act of 1976. The transaction is not subject to any financing condition. Following the completion of the merger, Winn Dixie will become a privately held, wholly owned subsidiary of BI LO and Winn Dixie's common stock will cease trading on the NASDAQ.

Until the merger is complete, both BI LO and Winn Dixie will continue to operate as separate companies.

Following completion of the merger, it is anticipated that the companies will continue to operate under the BI LO and Winn Dixie banners that their customers have come to trust.

BI LO and Winn Dixie do not currently expect any store closures as a result of the combination. The combined company's executive management team structure and headquarters location will be decided as the companies move closer to finalizing the transaction; however, it is expected that the combined company will maintain a presence in both Greenville and Jacksonville.

William Blair, Citi, The Food Partners, Deutsche Bank Securities, Inc. and Alvarez & Marsal Transaction Advisory Group are acting as financial advisors and Gibson, Dunn & Crutcher LLP and Hunton & Williams LLP are acting as legal advisors to BI LO. Goldman, Sachs & Co. is acting as exclusive financial advisor and Paul, Weiss, Riffkind, Wharton & Garrison LLP is acting as legal advisor to the Special Committee of the Winn Dixie Board of Directors. King & Spalding LLP and Greenberg Traurig, P.A. are acting as legal advisors to Winn Dixie.

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\*Opening Night offer excludes Circus Celebrity. From Box seat VIP seats. Additional fees may apply. No double discounts.

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# CATALINA



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## Scenes from

# Colorado Boxed Beef Show

Omni Orlando Resort at ChampionsGate  
ChampionsGate, Florida / November 4, 2011

A TODAY'S GROCER Exclusive Report



■ TOWER ISLES - Alexis Bronstorff, Lorrett Hibbert Smith and Trevor Smith.



■ TODAY'S GROCER Reporter Marijose Rojas (center) pictured with Colorado Show Beef Staff: Jim Binnion, Allen Hadden, Virgil Fuller and Nathan Teague.



■ FUD - Alexis Sepulveda Flores, Luz Estrella Samorano and John Andrade. FUD (pronounced 'food') brand name of hot dogs, cold cuts, sausages and bacon produced by a Mexican company, Sigma Alimentos, which is a part of ALFA industrial conglomerates.



■ Leonel Fernandez, Sunrise Meats; Carlos Jure, Iracar Food Distribution and Sixto Mendes, Superior Meats & Fish.



■ SU KARNE - Eduarde Serrano. The company operates 4 slaughter houses in Mexico and one in Nicaragua.



■ Marijose Rojas on a quest to find her Prince Charming or two!



■ SABOR CASERO - Daniel Garza and Keith Doxey.



■ FOODCOMM INTERNATIONAL - Bryan Bourke. Foodcomm is a global supplier of natural organic meats.



■ ARCOIRIS TV NETWORK - Frank Estevanell and Mariella Gonzalez.

## Winn-Dixie Jacksonville Open Raises Record Amount for Charities

Picture-perfect weather helped benefit recent second annual Winn-Dixie Jacksonville Open presented by Planters, the last tournament before the Nationwide Tour Championship, but the results were record-setting for the tournament and its non-profit beneficiaries. The tournament was held on the Dye's Valley Course at TPC at Sawgrass in Ponte Vedra Beach, FL.

In only its second year, the Winn-Dixie Jacksonville Open presented by Planters raised a record \$1.8 million for the Winn-Dixie Foundation, which supports hundreds of non-profit organizations in the communities Winn-Dixie serves. Last year, the tournament raised \$1.6 million. The Winn-Dixie Foundation focuses on giving back in the areas of health, women & children, education and hunger.

"I am proud of all the great companies and people who helped Winn-Dixie raise \$1.8 million dollars to charity this year," said Winn-Dixie Chairman, CEO and President Peter Lynch. "Our main goal in partnering with the PGA TOUR to bring the Nationwide Tour to Jacksonville was to provide much-needed financial support for charity."



■ With the \$1.8 million check for the Winn-Dixie Foundation are (left to right): PGA TOUR Commissioner Tim Finchem; Mary Kellmanson, Group Vice President of Marketing for Winn-Dixie Stores, and the president of the Winn-Dixie Foundation; Peter Lynch, Winn-Dixie Chairman, CEO & President; Nationwide Tour President Bill Calfee; and Ray De Riggi, President of Dole Fresh Vegetable, representing Pro-Am sponsor Dole Food Company.

More than 175 local charities earned nearly \$225,000 by selling tickets to the tournament through the TICKETS FOR CHARITY program sponsored by PepsiCo. The organizations are able to keep all of the funds for each \$25 ticket sold. The tickets provide admission to the Pro-

Am as well as all four rounds of the tournament.

PepsiCo also provided a \$50,000 bonus pool to be divided among the charities selling tickets, based on their percentage of the overall amount sold.



■ RAMON VALLE

## Ramon Valle Joins A.G. of Florida

Associated Grocers of Florida has taken a significant step in solidifying its presence as a major supplier with the recent addition of Ramon Valle to their team. Ramon has been named Vice President of Meat Sales and will report to Doug Davis, Vice President of Perishable Operations. Ramon's responsibilities will include the enhancement of Associated Grocers' practices in meat sales/operations to improve their customer's experience, expand variety and elevate the presence of Associated Grocers in this area both domestically and internationally.

Ramon began his career in 1975 with Tropical Supermarkets as a meat cutter. He went on to spend time with Malone & Hyde, Lykes Brothers, Fleming and most recently as the South Florida Sales Manager for Quirch Foods. He has vast knowledge in the meat area and has spent many years in the South Florida market as well as areas internationally. Ramon has been married for 28 years to his wife Maritza and has three daughters: Jennifer, Jessica and Julissa.

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# Hospitality



■ Thirty Six

## London Mayfair Restaurant by Nigel Mendham Opens

■ The restaurant's interiors, designed by Shaun Clarkson, create a stylish environment with warm tones of orange, gold and black that compliments the classic, contemporary style of DUKES LONDON and the modern cuisine at Thirty Six By Nigel Mendham.

**A**ward-winning chef Nigel Mendham and Debrah Dhugga, GM of Dukes London are celebrating the opening of Thirty Six By Nigel Mendham as the restaurant welcomes diners for the first time. Located in Dukes Hotel the heart of London's West End, Thirty Six By Nigel Mendham presents a fresh, new addition to the well-loved restaurants of St. James.

With an emphasis on classic contemporary style, Thirty Six By Nigel Mendham serves superb quality, modern food inspired by traditional British dishes.

The restaurant was given its name because of its association with the 'Solar Square' of ancient Western tradition, in which it represents the sun, and warmth. The Number Thirty Six also represents good luck in Chinese astrology. And as guests entering the building will come to know, the number above the en-



■ With an emphasis on classic contemporary style, Thirty Six By Nigel Mendham serves superb quality, modern food inspired by traditional British dishes.

trance also happens to be thirty six.

Thirty Six By Nigel Mendham also offers an exquisite 8 course taster menu for diners looking to experience the range of chef Mendham's culinary skills, or for those

unable to choose from the mouth-watering à la carte menu. In addition to this, a fine array of British cheeses is available, from Waterloo to lesser known, regional cheeses such as Beenleigh Blue

from Devon and Blacksticks Silk from Lincolnshire.

To complement the stunning food served at Thirty Six By Nigel Mendham, an exquisite wine list has been created especially to enhance the dining experience, with a selection of fine wines from across the globe.

The restaurant's interiors, designed by Shaun Clarkson, create a stylish environment with warm tones of orange, gold and black that compliments the classic, contemporary style of DUKES LONDON and the modern cuisine at Thirty Six By Nigel Mendham.

Debrah Dhugga commented "Thirty Six By Nigel Mendham is an exciting new restaurant for London. I am so proud to be a part of it." Through his menu Nigel really highlights the genius in his cooking and demonstrates, as he quotes, that "it's all about the food."

Seating thirty six diners, Thirty Six By Nigel Mendham is open for lunch and dinner with four sittings at 12.30pm, 1.30pm, 7.30 pm and 8.30 pm. Thirty Six offers a sumptuous Sunday Lunch Roast menu with a three-course meal from £27, including VAT.



■ CHEF NIGEL MENDHAM and his staff hard at work in the kitchen.



■ THIRTY SIX CELEBRATION - Award-winning chef Nigel Mendham and Debrah Dhugga, GM of Dukes London and staff celebrate the opening of Thirsty Six By Nigel Mendham at the restaurant in the heart of London's West End. Thirty Six By Nigel Mendham presents a fresh, new addition to the well loved restaurants of St. James. Dukes Hotel is set amidst one of London's most discerning districts, in a quiet courtyard. It is one of the city's leading five-star boutique hotels.



## Innovative "Grab-n-Grow" Beverage

# Froose Brands Trades Sugar and Empty Calories for Whole Grains and Fruit

When it comes to nutrition for growing children, Denise Devine likes to think inside the box... the beverage box, that is.

A children's nutrition advocate and innovator with 19 international patents to her credit, Devine had long shared the pediatric community's concerns about the overconsumption of sugary fruit juices by growing kids. The problem hit close to home when her own children

were young, and was reaching epidemic proportions across the U.S. So Devine led a team of food scientists at Cornell University in developing a nutritious alternative with plenty of appeal to kids. The result is Froose Beverages, which take health and nutrition for kids to a whole new level. They are all natural, great tasting and made from organic whole grains and fruit.

Packaged in convenient, 4.23 ounce drink boxes (a friendly and familiar format that kids can easily grab at snack time, lunch time or after school), Froose provides the same amount of fiber as a whole piece of fruit, and has 50% less sugar than 100% fruit juices. Because it is sweetened with organic brown rice syrup — a complex carbohydrate — Froose has no empty calories and there is no sugar "high." But the tasty drink does provide sustained energy, vitamins, minerals and fiber that growing bodies require.



**FROOSE BEVERAGES** come in three delicious flavors: Cheerful Cherry, Perfect Pear and Playful Peach. It is shelf-stable and does not need to be refrigerated, unless a box is opened and not finished in a single sitting. Kids will love "Milton the Froose Moose", the company's mascot seen on every box.



## Little Debbie Chocolate Chip Brownies Debut

McKee Foods, the family-owned bakery that's been making Little Debbie snacks for more than 50 years has, introduced new Little Debbie Chocolate Chip Brownies.

Each treat starts with a flavorful brownie that is topped with a chocolaty icing and is sprinkled with real milk chocolate chips.

Little Debbie Product Manager Chip Stenberg said the new Chocolate Chip Brownies provide consumers with another great tasting variety to enjoy. Anyone who loves chocolate is sure to appreciate the real milk chocolate chips.

"These Little Debbie Brownies are a great addition to our brownie family, with a chocolate lover's dream of three dimensions of chocolate," Stenberg said. "The flavor of a fresh-baked brownie mingles with the delicious icing and plentiful milk chocolate chips for an explosion of chocolate flavor in every bite."

Each box contains 12 brownie squares in six individually wrapped packages. The suggested retail price is \$1.79.

## New Brand of Cookies Helps Make Treat Time a Nutrition-Rich Occasion

Who knew delicious could be so nutritious? That's what Moms across the country are exclaiming since the recent launch of WhoNu?™ nutrition rich cookies, a new brand of cookies packed with 20 essential vitamins and minerals, plus dietary fiber, created to look and taste like familiar family favorites.

WhoNu? is the only cookie brand on the market that delivers 3 grams of fiber and 20 percent or more of the daily allowance of calcium, vitamin D, vitamin C, iron, vitamin E, vitamin B12, and vitamin A in each 3 cookie serving, helping to make treat time a nutrition-rich occasion.

"Children are snacking more than ever and they're snacking on nutrient-deficient foods with empty calories," said Mike Bloom, vice president of marketing for Suncore Products, LLC. "In fact, cookies remain the number one snack item for kids ages 5 through 12, contributing to the more than \$5 billion spent on prepackaged cookies each year in the U.S."

WhoNu? brand cookies provide an alternative to other indulgent, nutrition-poor treats on the market, offering kids a great-tasting way to fuel development and supplement other healthy eating habits."

WhoNu? cookies are available in four kid-familiar forms and flavors: Soft & Chewy Chocolate Chip, Crispy Chocolate Chip, Chocolate Sandwich Creme and Vanilla Sandwich Creme. WhoNu? cookie varieties are available nationwide, Suggested retail price is \$2.99-\$3.49.



## Chicago Grocers with a Heart

### Help Restock Pantry Shelves in Time for the Holidays

More than 100 North Shore families in need can breathe a little easier for the holidays, thanks to a community effort recently to restock its shelves. North Shore residents were invited to participate in a food drive last Saturday sponsored at a local grocer's. For a day, the Grand Food Center, with stores in Winnetka and Glencoe, IL, promised to match shoppers' donation of high-demand pantry items—including dried beans, rice and pasta, cooking oil, and paper goods.

"We're now definitely set for the holidays," says Brian Leverenz, a New Trier Township administrator. Last Saturday, the community service coordinator had to make two trips the pantry to empty his mini-van of non-perishable food and paper product donations. Pantry volunteers, meanwhile, were left with hours of work to sort the items among several rooms in the township office's basement.

But no one was complaining.

"The Grand continues to be a champion of our cause, and a true, community partner in every sense of the word," Leverenz says. His daily duties include overseeing the township's food pantry at 739 Elm Street in Winnetka.

Chris Barber, a co-owner of the Grand Food Center, admits to getting "a little emotional" late Saturday as he watched Leverenz' van being loaded a second time



**THE GRAND FOOD CENTER** recently promised to match all non-perishable food items that its shoppers donated to the New Trier Township Food Pantry. Here, store co-owners Kevin Salus, Chris Barber and Dan Klebba help restock the food pantry's shelves.

at his Winnetka store.

"My weakness came at a moment when I reflected on the incredible generosity of our shoppers," says Barber. "At that same time, I was thinking about all the local families that will benefit from this donation."

It's this same blend of duty-to-community and humility that earned Barber and his colleagues a feature story in a recent issue of *Quintessential New Trier*. When asked why the Grand Food Center is so involved with local charities, co-owner Dan Klebba offered this response: "It's just good business. I don't think it needs to be any more complicated than that."

The food pantry continues to be the Grand's biggest benefactor. The New Trier Township Food Pantry serves residents in need in Glencoe, Winnetka, Kenilworth, Wilmette, and portions of Northfield and Glenview. Despite the

area's well-to-do reputation, each community has families that quietly seek its help throughout the year.

Its continuous needs include canned pasta (like SpaghettiOs), cooking oil, dried beans, white and brown rice, and laundry detergent. Paper products like paper plates, paper towels, napkins, facial tissue and toilet paper, are also in constant demand.

"Nobody can live off of a food pantry," Leverenz insists. That's because the pantry rarely stocks fresh meat, fish, vegetables or produce due to the perishable nature of these items. Another common misconception, he says, is that a food pantry can feed people entirely. "That's not true," he says. "We're here to relieve some of the financial burden for our clientele, which allows their cash to be used for more immediate, vital needs."

## National Pasta Association Helps in the Fight to Combat Hunger

### By Feeding America's National Kids Café

To help bring awareness and combat hunger, National Pasta Association's Pasta Fits ambassador chef Candice Kumai hosted a cooking class at The Community Food Bank of New Jersey on, October 26. Feeding America's Kids Café provides free, prepared food and nutritional education to hungry children. Chef Candice Kumai exposed children ages 5-12 to healthy pasta meals that are "Nutritious and Delicious", and instrumental to children's health, growth and development.

The afterschool Kids Café is designed to help children escape the cycle of poverty and provide academic tutoring, recreational activities and a nutritious meal they might not otherwise receive. The cooking demonstration performed by Candice Kumai provided a step by step presentation to 40 enthusiastic kids on how to prepare a quick, nutritious, kid-friendly pasta dish. During the class Candice effectively described the nutritional value of pasta, vegetables, protein, and introduced the children to different kinds of food, in addition to teaching them basic cooking skills and the importance of safety in the kitchen.

"I am thrilled to be a part of the National Pasta Association Pasta Fits campaign and be able to participate in such a great cause to help



**To help bring awareness and combat hunger, National Pasta Association's Pasta Fits ambassador chef Candice Kumai recently hosted a cooking class at The Community Food Bank of New Jersey.**



**Kids dressed in personalized chef hats and aprons were extremely enthusiastic to learn about pasta, new food and try new tastes. The event was not just about feeding the kids with nutritious food, it was also about educating and empowering the children to make better decisions about their health, and was a huge success on both counts.**

provide fundamental facts about nutrition to such amazing children," said Ms. Kumai. "I truly commend all the tremendous efforts made on behalf of the Community Food Bank of NJ for helping so many kids stay off the streets and providing and caring for the well-being of our next generation".

Members of the National Pasta Association, Ronzoni and American Italian Pasta Company, donated pounds of pasta to the Food Bank

to be distributed to the Feeding America program which helps Americans struggling with hunger. Several pounds of pasta and the ingredients used for the cooking demonstration were prepped by the Executive Chef, Paul Kapner and his contributing team of The Food Service Training Academy, a culinary job-training program that provides individuals with an opportunity to gain skills that qualify them for employment possibilities with a living wage.

# National Supermarket Association Florida Chapter Hosts Gala Grand Banquet

Fountainebleau Hotel • Miami Beach, Florida • November 19, 2011



■ ALL LARGE TURNOUT of over 350 was on-hand, November 19, as the Florida Chapter of the National Supermarket Association held its Gala Banquet at the Fountainebleau Hotel on Miami Beach.

## Raifiz Vargas Named 'Member of the Year'



■ MEMBER OF THE YEAR AWARD honors were bestowed by NSA FLA on well-known South Florida Retailer Raifiz Vargas, Bravo Supermarkets (holding award).



■ The organizers made a strong effort to keep the event moving with a high level of representatives from the Supermarket community.



■ Armando Martinez, Vice President of Sales, Goya Foods of Florida accepts a special award presented to Goya Foods from the National Supermarket Assn. - Florida Chapter, in recognition of Goya Foods' 75th Anniversary Year - 2011.



■ NATIONAL SUPERMARKET ASSN. President, David Corona (second, left) pictured with Pedro and Yaknell Penton, Mariajose Rojas and Hector Martinez, Tecnica.



■ NSA Director Tony Diaz presents an award to original NSA.orgnizer Eligio Pena.



■ Mr. & Mrs. David Corona, NSA President.



■ David Corona with one of the original organizers' of the NSA-Eligio Pena.



■ Chris Miller, Chris Lavoy, Amaury Portela and Gregg Young, Associated Grocers of Florida; Jeni Camero (guest).



■ NSA-Florida Chapter Vice President, Junior Diaz, Neighbor's #2 (left) pictured with TODAY'S GROCER Publisher, Pedro Penton (right).



■ Jay Reinstein, Krasdale/Bravo Supermarkets (left) pictured with TODAY'S GROCER PUBLISHER Pedro Penton (Technica).



■ TODAY'S GROCER PUBLISHER Pedro Penton, pictured with Associated Grocers of Florida President Chris Miller (right).



■ TODAY'S GROCER PUBLISHER Pedro Penton (center) pictured with NSA FLA Director, Carlos Hernandez, National #2 and Frank Rodriguez, Bay Supermarkets (right).

# "Everyone was there. Were you?!"



■ Mr. & Mrs. Armando Martinez, Goya Foods pictured with Pedro and Yaknell Penton, Technica.



■ Pedro Penton, Richard Bell, Yaknell Penton, Barbara Mercier, Stephan Mercier and Guillermo Arinez.



■ Mr. & Mrs. Raphael Castro; Mr. & Mrs. Ceasar Ramirez with Mr. & Mrs. Pedro Penton.



■ Humberto Delgado, Sedano's Supermarkets; Frank Rodriguez, Bay Supermarkets; Alex Morales, Sedano's Supermarkets.



■ Chris Miller, Associated Grocers of Florida; Frank Ros, V.P. Hispanic Strategies, Coca-Cola; Mike Leslie, Sun Int'l/SunCity Produce Co.



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