

# TODAY'S GROCER

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## ALDI to Build South Florida Distribution Center



The Business Development Board (BDB), in partnership with Palm Beach County, Florida the Village of Royal Palm Beach and Workforce Alliance, announced

that ALDI, the Batavia, IL, based select assortment discount grocer, will build a 500,000 sq. ft. office and warehousing space in the Village of Royal Palm Beach that will be used for its division headquarters and regional distribution center. In addition to the capital expenditures of approximately \$50 million, the company anticipates annual local expenditures of \$25 million and a projected retail store investment within the tri-county region of \$182 million and 520 new jobs.

ALDI, which has stores throughout the Sunshine State, is currently in a major expansion mode along Florida's Gold Coast. This new facility will oversee and distribute to stores in the Palm Beach, Broward and

Continued on **PAGE 4**

## Delhaize America Announces Strategic Actions

To Close 126 Stores; Retire Bloom Banner

Delhaize America has announced key strategic actions to strengthen its U.S. portfolio. The company plans to take the following actions with respect to its stores:

- Close 113 underperforming Food Lion stores, primarily in markets in which the company has the least store density;
- Retire the Bloom banner;
- Convert 64 Bloom and Bottom Dollar Food stores in Maryland, North Carolina and Virginia to Food Lion stores;
- Close seven underperforming Bloom stores and six underperforming Bottom Dollar Food stores in overlapping Food Lion markets;
- Convert one Food Lion store in Florida to a Harveys store;
- Discontinue operations of its distribution center located in Clinton, TN, and
- Accelerate the roll out of the Food Lion

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# The Palm Beach Story

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Regional Director

**BILL FAUERBACH**  
V.P.- Retail Operations

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■ IDAHO GOVERNOR C.L. "Butch" Otter, the Honorable Mayor Don Hall, along with other Idaho dignitaries, joined the Chobani executive team in the official groundbreaking ceremony.

## Chobani Breaks Ground On New Production Facility

Yogurt Maker to Open Second U.S. Plant

Chobani yogurt recently broke ground on a new domestic manufacturing plant in Twin Falls, Idaho. Chobani's state-of-the-art, high capacity production facility will be built upon 200 acres and span 940,000 sq. ft.

Idaho Governor C.L. "Butch" Otter, the Honorable Mayor Don Hall, along with other Idaho dignitaries, joined the Chobani executive team in the official groundbreaking ceremony.

"This is the next chapter in our four-year history. We feel the potential for good-tasting, healthy foods in America is limitless," said Hamdi Ulukaya, CEO and Founder of Chobani. "We want to thank everyone who's helped us turn this plant into a reality, including our dedicated team, the people who've worked with us in Idaho and, of course, our amazing fans."

Production at the new plant is anticipated to start in the second half of 2012. Four hundred new jobs will be created to support Chobani's expansion in Idaho. As a result, the company is planning to include an onsite 45,000 square foot employee facility featuring an open office plan, natural light, wellness area, cafeteria, lounge areas, training facilities, daycare center and conference rooms.

"Chobani needs a reliable supply of high-quality milk, motivated and well-trained employees, a supportive community and a business-friendly state government that understands industry and the value of great corporate citizens," said Governor Otter. "Hamdi and his team found that and much more here in southern Idaho. We're proud to be Chobani's new home in the West."

## Retail Growth Predicted to Increase in 2012

Though stubbornly high unemployment and continued uncertainty over the prospects for job growth will continue to dampen the outlook for industry retail sales growth in 2012, the retail industry will still grow at a rate faster than many other industries. This year, retail industry sales will rise 3.4 percent to \$2.53 trillion, according to the National Retail Federation – slightly lower than the pace of 2011, in which sales grew 4.7 percent. Many economists estimate that real U.S. GDP will rise approximately 2.1 to 2.4 percent.

"Over the last 18 months, retailers have been on the forefront of the economic recovery – creating jobs, encouraging consumer spending, and investing in America," said NRF President and CEO Matthew Shay. "Our 2012 forecast is a vote of confidence in the retail industry and our ability to succeed even in

a challenging economy. Retailers have played a key role in driving growth, but to continue this momentum we need Washington to act on proposals that will spur job creation and unleash the power of the private sector."

Shay announced NRF's forecast to 24,000 retailers and their partners at NRF's 101st Annual Convention and Expo, January 16, in New York. During his remarks, Shay discussed how continued growth in the retail industry will result in additional jobs, greater innovation and increased consumer value. But he warned that the private sector can't do it alone and Washington must take steps to support growth, including reforming our corporate tax system to enhance U.S. business' competitiveness, enacting sales tax fairness to level the playing field between brick-and-mortar and online retailers, and reforming our visa system so more

foreign travelers can come to the U.S. to spend money and help spur growth. Shay and NRF's Chairman – Chairman, President and CEO of Macy's, Inc., Terry Lundgren – outlined the industry's priorities in a letter to President Obama last week.

Though retailers ended last year on a strong note with holiday sales rising 4.1 percent over 2010, many factors will continue to influence the expected slowdown in consumer spending, but none remain more cumbersome than the stalled unemployment rate and lack of newly-created jobs. A number of factors contributed to NRF's 2012 economic forecast, including:

- **Employment:** The number of Americans out of work is at its lowest level in nearly three years, and the rise in employment and

Continued on PAGE 11

## Best Chicago Meat Co. Buys Moo & Oink Brand

Best Chicago Meat Co., LLC, purchased Moo & Oink's intellectual property at public auction for \$530,000 on December 14. The four Moo & Oink stores – three in Chicago and one in Hazel Crest – filed for Chapter 7 bankruptcy in late September, 2011. Because there were no bidders on the real estate, the stores will remain closed.

Purchased by Best Chicago Meat were Moo & Oink's name, logo, characters, website, commercial jingle and perhaps most important – its recipes.

Robert M. Beavers, Jr., is chairman and CEO of Best Chicago Meat. He plans to produce and enhance the Moo & Oink products putting them back on shelves in the coming months at both chain and independent stores.

David L. Van Kampen, president and COO of Best Chicago Meat, said that the company currently produces ground beef, sausage, hot dogs and Italian beef under the brands Glenmark, Jemm, Red Hot Chicago, and Scala's Original.

"We welcome this opportunity to add Moo & Oink to our quality brands," Beavers said. "Moo & Oink has been a staple in the African American community in Chicago, and for the first time in its history, Moo & Oink is minority owned."

The company name is going to be Moo and Oink, LLC, and it will be a



■ David L. Van Kampen, President and COO of Best Chicago Meat with Robert M. Beavers, Jr., Chairman and CEO of Best Chicago Meat.

sister company of Best Chicago Meat.

For the past 30 years, Best Chicago Meat has produced burgers and sausages for Moo & Oink, so Beavers and Van Kampen know first-hand the value of the brand. They feel Best Chicago Meat has a tremendous opportunity to maintain and enhance the presence of Moo & Oink in Chicagoland retailers as well as grow the brand.

"We are considering expanding the brand beyond the African American market," Beavers said. "Research is showing us that products that are appealing to the African American market are also appealing to the general market."

"There's a lot of fusion going

on out there," Van Kampen said, "and lines are becoming blurred. We're looking at trends, for example Tex Mex. You can find it pretty much everywhere where a couple of decades ago, you'd have to be in south Texas to find that type of food."

Since the brand name has such strong recognition, Van Kampen is dedicated to getting Moo & Oink products back on shelves as quickly as possible without sacrificing excellence or reliability. Moo & Oink's main focus will be on the meat, but other brand expansions are being considered such as corn on the cob, okra, dry rubs and seasonings and BBQ sauce, turkey burgers and other healthy options.

## Navarro Discount Pharmacy Secures \$65 Million Credit Facility

GE Capital, Corporate Retail Finance announced it is administrative agent and sole lender on a \$65 million asset-based credit facility for Navarro Discount Pharmacy, the largest Hispanic-owned pharmacy chain in the U.S. and an MBF Healthcare portfolio company. The financing will be used to refinance debt and for general corporate purposes.

Founded in 1960, Miami, FL-based Navarro Discount Pharmacy, LLC is the largest Hispanic-owned retail drug chain in the U.S. with 30 stores in South Florida. Catering to the Hispanic market, Navarro's stores feature an

array broad assortment of consumer goods including fragrances, electronics and health and beauty care, food, and household products.

"GE Capital understands retailing and has a great deal of experience financing drug stores," said Juan Ortiz, chief executive officer of Navarro Discount Pharmacy, LLC. "This allowed us to secure the right capital structure to help build our business."

"Providing growth capital to retailers is one of our specialties," said Jim Hogan, senior managing director, GE Capital, Corporate Retail Finance.



■ DAVID G. HIRZ

## Smart & Final Names Dave Hirz CEO

Smart & Final Holdings Corp. has announced that David G. Hirz, President and Chief Operating Officer, has been named Chief Executive Officer and has become a member of the company's board of directors. Smart & Final's former chairman and chief executive officer George Golleher will remain executive chairman of the board and continue to work closely with Hirz and the senior management team on strategic issues. Golleher joined

Smart & Final in May 2007 in conjunction with the company's acquisition by Apollo Management L.P.

Hirz, who joined Smart & Final as president in April 2010, has extensive supermarket experience. Between 1999 and 2010, he served as president of Food 4 Less supermarkets for eight years and Ralphs Grocery Company for three years. Both companies are divisions of The

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■ BANAH SUGAR recently signed Florida's largest corporate real estate lease of the decade as it expands its operations to a 300,000 sq. ft. property located in Hialeah, Florida.

## Banah Sugar: A Brave New Company in the Sugar Business

For 50 years, the sugar industry in the U.S. has been dominated by a few major companies such as American Sugar Refining Inc., U.S. Sugar, and Imperial Sugar, with smaller regional companies and private labels sold regionally by large retailers. In the year 2011, Banah Sugar successfully introduced to the U.S. market a complete product line of specialty sugars: Special White, Natural Raw Brown, Organic, Confectioner's and Pure Liquid Cane Sugar Syrup.

Banah is a fully integrated sugar solutions company and it proudly partakes throughout the whole supply chain of its sugar products, ranging from its partnerships with various sugar mills around the world to manufacturing, logistics, and packaging of its retail line, in South Florida. Boasting the health benefits of its products as a unique selling point for sugar, (none of their sugars are refined, and all are Kosher and Parave certified), many doors have opened for this new company, in less than a year.

Banah can currently be found in one of America's largest retail chains, which is no easy feat. "In the 20 years I've been doing this" says Enrique Llanzo, VP of U.S. Grocery Sales at Banah Sugar, "I have never seen a product be picked up so fast by this giant retailer." He attributes this company's success to its rock solid organizational skills and reliability. "What every big retailer is looking for, in terms of a distributor, for any of their products is not only excellent quality which Banah has, but our ability to deliver every time on time with perfection, since we own our channels of distribution we have no problems offering this to them." Llanzo continues describing this smart new company as a well-oiled machine.

The company is currently in negotiations with various local and national super market chains and other retailers. Banah Sugar, though new to the U.S. markets is not new to the sugar business.

Having been established as Banah International Group in Costa Rica more than 15 years ago, the company was very successful in its bulk exportations of sugar with major sales to clients across the globe in Africa, the Middle East and the Caribbean. Having built strong business relationships in the international arena, the company is now expanding the Banah Sugar brand worldwide with promising ventures in Europe and Asia.

Positioning itself as America's first major sugar brand to emerge within the last 50 years, carrying a complete line of high-quality sugar products: Special White, Natural Raw Brown, Organic, Confectioner's and its flagship product the Pure Liquid Cane Sugar Syrup, the projections for the company are big.

Banah recently signed Florida's largest corporate real estate lease of the decade as it expands its operations to a 300,000 sq. ft. property in Hialeah, Florida.

Through the support of the Beacon Council, Banah was able to obtain several incentives which will allow the company to generate over 300 jobs at this new facility. The City of Hialeah has responded in a very proactive manner including the renaming of Hialeah's S.E. 10th Avenue to 'Banah Sweet Way.'

And a sweet way it is indeed for this Sugar conglomerate as it sails through what has been impossible for many before it. It seems like Banah is the new name of Sugar.

## A New Generation of Cooking Enthusiasts, Stirring It Up in the Kitchen

While Baby Boomers have been given credit for launching America's cooking craze and nurturing it over the past few decades, Baby Boomers' children, the Millennial generation (aged 17-34 in 2011), are now poised to take over and start stirring the pot.

According to a new Mintel report, younger cooks may lack skill in the kitchen, but make up for it with their enthusiasm. Only 6% of Millennials say they have advanced skill in the kitchen, compared to 15% of those aged 55+. However, a quarter (25%) of Millennials claim to "love cooking" 55+ versus 17% of their senior counterparts.

"It appears that years of frequent cooking helps to hone skills, but the downside is they sometimes fall into a rut from fixing the same dishes over and over," says Fiona O'Donnell, senior analyst at Mintel.

"This creates an opportunity for marketers to provide seniors with options that adhere to specific health requirements, as well as add an element of fun and adventure to meal prep."

The desire for a healthier diet is an important motivation for home cooking.

Roughly half (51%) of home cooks say they cook because homemade food is generally healthier than both restaurant food and prepared foods sold at grocery stores. In addition to health, experimentation, socializing and personal enjoyment round out the reasons people are spending more time cooking.

Fifty-six percent of Mintel respondents who cook occasionally say cooking allows them to experiment and try new things and 27% say it helps them to explore foods eaten

in other cultures. Meanwhile, 48% say cooking is a way to express affection to friends and family and 41% enjoy teaching their children how to cook. And perhaps the simplest of reasons, 43% enjoy the process of cooking as much as eating and 40% find that preparing food helps them to relax.

"Older cooks, possibly for health concerns, are somewhat more likely to cite health as a reason for their interest in cooking," adds Fiona O'Donnell.

"Younger cooks appear to be more interested in experimentation, with those in their 20s and 30s more likely to agree that cooking gourmet meals makes them feel sophisticated and smart, suggesting that learning to cook and cooking for friends is viewed as a way to establish credibility among their peers."



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## Bacardi Celebrates 150<sup>th</sup> Anniversary in 2012

Bacardi Limited, the world's largest privately-owned spirits company, declared that 2012 will be its most innovative year since the creation of Bacardi rum in 1862.

Throughout the year, Bacardi will host one-of-a-kind birthday parties, launch special promotions featuring 100 years of ground-breaking advertising, introduce a \$2,000 limited-edition decanter of rare Bacardi rum, offer travel retail exclusives and commemorative gifts, and much more for consumers to come together and share in the excitement.

"The passion and entrepreneurial spirit shown by my great-great grandfather in Santiago de Cuba a century and a half ago gave birth to exceptional rum that would change the spirits industry forever," said Facundo L. Bacardi, Bacardi Limited Chairman and fifth-generation Bacardi family member. "These qualities remain key to our phenomenal success and position today as the world's favorite and most awarded rum brand, with more than 400 awards to date."

Bacardi was founded in Santiago de Cuba on February 4, 1862, when Don Facundo Bacardi Masso purchased a small distillery. After years of experimenting, Bacardi revolutionized the spirits industry by adding steps never before used in rum-making. He selected high quality blackstrap sugar-cane molasses, isolated a special strain of yeast (still used today), filtered, mellowed his rums in American white oak barrels, and then blended them to create the perfect taste. The smooth, light-bodied spirit he created, as opposed to the harsh "fire water" of the time, was Bacardi - the world's first premium rum and the first mixable rum - helping usher in a cocktail culture that thrives today. The artful Maestros de Ron (Master Blenders) continue to follow the same exacting standards set forth by Don Facundo.

"For the past 150 years, Bacardi—as a family, company and brand—has brought people together through legendary parties and great-tasting cocktails. Visit any bar, club or restaurant almost anywhere in the world, and the impact Bacardi has made on the spirits industry is crystal-clear," said Seamus McBride, Bacardi Limited President and Chief Executive Officer.

"It's incredible to see how a one-brand company founded 150 years ago has grown into the third-largest spirits company in the world with an enviable portfolio of iconic spirits including Grey Goose vodka, Bombay Sapphire gin, Dewar's Blended Scotch whisky, Martini vermouth, Eristoff vodka and Cazadores 100% blue agave tequila."

## ALDI to Build South Florida Distribution Center

Continued from PAGE 1

Miami-Dade counties markets.

The Village of Royal Palm Beach site is a 70-acre property and is bordered by Royal Palm Beach High School to the north and the Regal Royal Palm Beach Stadium 18 cinema to the south with access to State Road 7 (U.S. Hwy. 441).

The BDB worked to guarantee the success of the project by leading ALDI through all aspects of the site selection process. In addition, the BDB served as the liaison between the Village of Royal Palm Beach, the County, Workforce Alliance and FDOT to help address several issues pertaining to land use and compatibility. The BDB received the referral from site consultants, The Walker Companies. Real estate professionals Chris Wood, Harry Tangelakis and Dick Levinson of CBRE handled the transaction of the sale of the property.

The deal with ALDI was sealed

with the cooperation of The Village of Royal Palm Beach and the County's commitment to a conditional property tax exemption of 100 percent of the county's portion of ad valorem taxes for seven years. In addition, Workforce Alliance will provide \$100,000 worth of training grant assistance, and FPL's economic development rider program will provide discounted utility rates that made Palm Beach County even more attractive to the project.

"We are thrilled to welcome ALDI to this area, and we're pleased that they have selected Palm Beach County to serve the entire South Florida market," stated Kelly Smallridge, President and CEO of the Business Development Board. "Known for bringing shoppers the highest quality products at the lowest possible prices, ALDI also has a track record as a strong community partner, and we look forward to working with them as a key business in Palm Beach County."

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# Save-A-Lot Opens in Germantown's New Plaza at Cheltenham



■ SAVE-A-LOT FOOD STORE celebrated their grand opening, December 9, with a ribbon cutting ceremony at the newly-established Plaza at Cheltenham in Germantown at Cheltenham and Pulaski Avenues. The 17,500 sq. ft. Save-A-Lot is the shopping center's first retailer to open its doors to the public.



■ RIBBON CUTTING: Shawn Rinnier of Save Philly Stores - operator of Save-A-Lot, Betty Turner, President of Germantown Community Connection; Philadelphia City Councilwoman Donna Reed Miller, Patrick J. Burns, President of The Fresh Grocer and developer of The Plaza at Cheltenham; Grant McLoughlin, Executive Vice President of The Fresh Grocer and The Plaza at Cheltenham; and Malik Boyd of Germantown Community Connection and Philadelphia Young Democrats.



■ NIFIA MEDLEY takes a second to pose for a picture as she welcomes customers to the new Save-A-Lot with circulars and coupons.

## A TODAY'S GROCER Exclusive Feature Report

Save-A-Lot Food Stores celebrated a Philadelphia area grand opening, December 9, with a ribbon-cutting ceremony at the newly-established Plaza at Cheltenham in Germantown at Cheltenham and Pulaski Avenues. Built on a lot that was formerly home to an abandoned gas station and beer distributor, the shopping center brings long-deserved revitalization to the community. The 17,500 sq. ft. Save-A-Lot is the shopping center's first retailer to open its doors to the public.

The grocery store is operated by Shawn Rinnier of Save Philly Stores who brings an enhanced brand to the Save-A-Lot model, featuring the convenience of 24-hour shopping, expanded fresh produce, a new fresh store-cut meat department, expanded product selection including national brands and local items, and new jobs for the community.

"I am so proud of this Save-A-Lot store, the new Plaza, and what they bring to Germantown," Rinnier told TODAY'S GROCER. "This is a place that caters to the entire community. I couldn't wait to open the doors this morning."

This economic development project is responsible for the creation of over 200 construction jobs and approximately 100 permanent jobs. In the first year of The Plaza at Cheltenham's opening, ap-

proximately \$1.8 million in employment dollars will be brought into the Greater Germantown community.

"Working at Save-A-Lot has been a great experience," said Nifia Medley of Germantown, a local resident and recent addition to Save-A-Lot's customer service team. "The entire Plaza is a great addition to the neighborhood. It is different from anything else around here; it's variety. In the long term, I think the shopping center will bring a much needed change of minds and hearts in the community."

Over the next few months, the \$14 million Plaza at Cheltenham will welcome the opening of additional retailers such as Anna's Linens, Deal\$ / Dollar Tree, Wired Beans Coffee Shop, Citi Bank, and other restaurants.



■ A close-up view of the well laid out produce department.



■ SEAFOODS/MEATS/FROZEN MEATS - are prominently on display in the new Philadelphia food store.



■ The features a large selection of packaged bakery items.



■ UPRIGHT CASES are used to advantage displaying milk, teas, and juices.



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# Grocery

## Rice n Simple -



## The Simple Solution to Mealtime Menus

Gabby's Choice has introduced Rice n Simple, a new microwaveable pre-cooked rice dish in its own serving tray that provides a one-of-a-kind quick and easy alternative to other pre-packaged noodle and rice dishes. Company founder and product creator Jennifer Lee sought to create a better-tasting, natural and healthy alternative to the unsauced rice products available in the microwaveable rice aisle. The result was Rice n Simple, the first and only shelf-stable Jasmine rice and sauce product now available.

Rice n Simple is currently available in four different flavors, Soy Sauce, Shiitake Mushroom Glaze, Teriyaki Glaze and Brown Rice. The high-quality Jasmine Rice is all-natural, healthy, trans fat- and cholesterol-free, and includes no additional oils or additives. Rice n Simple requires no refrigeration and is ready in just one minute. The product comes individually packaged in its own dinner tray and sells for \$2.59.

Jennifer Lee had a simple philosophy: produce healthy and delicious rice quickly and inexpensively. A native of Taiwan,

Jennifer grew up eating rice and always considered it to be a "good" carb that worked in any diet. Educated in the U.S., she went to work as an IT consultant where her busy lifestyle left limited time to prepare meals and this planted the first seed of what would become Rice n Simple. But it wasn't until she traveled back to Taiwan in 2001 to work for a top IT company that the idea of quality microwaveable rice took hold.

"Burnt rice was a 'staple' of many of my U.S. friends' diets and I just knew there was a better way," said Jennifer. "There were no authentic restaurant-quality rice and sauce options in the U.S. and I knew I could create a meal option for the time-strapped that wouldn't mean sacrificing nutrition and taste."

Working parents, college kids and seniors were the inspiration for Jennifer's creation. With no actual food or product development experience, the always-entrepreneurial Jennifer took on the crowded supermarket product business and three years later launched Rice n Simple which is now on the shelves of major supermarkets.



## Bring Color & Flavor to Winter Cooking with the Piquillo Pepper

Envision a rich, sweet pepper, hand-picked from the hills of Peru and fire-roasted before being packed so perfectly that each pepper is ready to use, straight from the jar. Roland Piquillo peppers are delectable and easy-to-use. Their vibrant color and piquant, roasted flavor makes them the perfect ingredient to liven up winter cooking.

"Piquillo" is Spanish for "little beak," which describes the beak-like shape of the pepper. Traditionally grown in Spain, Roland Piquillo peppers are grown in Peru in a similar climate and soil. Bright red, sweet, and tangy, the Piquillo is a great addition to salads, stews, and sandwiches. The slightly smoky flavor adds a depth and intrigue to dishes.

Because the piquillo is so delicately packed, it is perfect for stuffing or serving whole. The peppers are nearly uniform in size, color, and shape which makes them easy to use with little waste.



## Kitchen Table Bakers Expands Product Distribution

Kitchen Table Bakers, the maker of gourmet Parmesan crisps, has expanded its product distribution to include all Giant Eagle Supermarkets and select divisions of Safeway, which include Dominick's Division, Safeway Eastern Division, Genardi's Stores Division, NorCal Division, Von's Division and Safeway Seattle Division.

"We're very excited to have our products on store shelves at Giant Eagle and Safeway stores across the U.S. These two stores open up a whole new market for us, and we're thrilled that we're now able to share our product with their shoppers," said Barry Novick, president of Kitchen Table Bakers. Seth Novick, vice president of Kitchen Table Bakers, adds, "We're thrilled to now have our products available in these quality stores, making it easier for current customers to purchase our products and for new consumers to be introduced to our brand."

Kitchen Table Bakers crafts nine varieties of gourmet cheese crisps, including Aged Parmesan, Sesame Parmesan, Rosemary Parmesan, Italian Herb Parmesan, Garlic Parmesan, Jalapeno Parmesan, Everything, Basil Pesto Parmesan and Aged Parmesan Mini Crisps. All of the company's crisps are gluten, wheat and sugar free. The company's products have been recognized by the National Association of the Specialty Food Trade (NASFT) with five silver soft awards and four gold soft awards, which acknowledge the best food and beverages the specialty food trade has to offer.



## Friskies Introduces Friskies Plus Wet Cat Food

A new wet product line by Friskies Cat Food—Friskies Plus™ is launching nationwide. Friskies Plus brings the same taste that cats have grown to love, but with nutritional benefits owners can feel good about.

Available in six new flavors like Seafood Platter, Chicken & Tuna, Home-style Casserole, Ocean Fish in Sauce, Turkey & Giblets in Gravy, and Chicken & Tuna in Gravy.

Friskies Plus helps support clear, healthy vision; a healthy immune system; and a healthy skin and coat. Friskies Plus provides 100 percent complete and balanced nutrition for adult cats and kittens.

Friskies Plus provides 100% complete and balanced nutrition for adult cats and kittens.

Suggested retail price is .55 - .65 cents for a 5.5 oz. can.

## BIC Soleil Savvy Women's Razor Debuts

BIC has launched BIC Soleil Savvy, a new razor featuring one disposable handle and 4 refillable cartridges in one package. It offers the convenience of a disposable and the premium shave performance of a refillable cartridge system.

"Women will enjoy BIC Soleil Savvy which features 3 flexible blades for a flawlessly smooth shave, lubricating strips with Vitamin E and a pivoting head and rubber grip for ultimate comfort," said Linda Palladino, senior brand manager—Shavers, BIC Consumer Products USA.

BIC will support the BIC Soleil Savvy razor through a series of free standing inserts (FSI's) featuring the Soleil brand as well as through its Facebook and social media activities during 2012.

The BIC Soleil Savvy razor will begin shipping in March and has a suggested retail price of \$7.49.



## Gevalia Coffee From Kraft Foods Hits Grocery Store Shelves



Gevalia, a new premium Swedish coffee from Kraft Foods, is making its way into U.S. retail stores for the first time. Known for its loyal following online, Gevalia has been around for more than 150 years—which makes the retail launch even more exciting for this historic brand.

Gevalia has a rich taste, but an even richer history. The coffee originated in the seaside town of Gävle, Sweden in 1853 and is an official coffee of the Swedish Royal Court. The innovative gold packaging is inspired by the Swedish flag and the traditional minimalist design culture of Sweden.

Previously available online only, Gevalia will be available for the first time in select stores in ten premium varieties: Traditional Roast, Traditional Roast Whole Bean, House Blend, House Blend Decaf, French Roast, French Roast Whole Bean, Colombia, Espresso Roast, Vanilla and Chocolate Mocha.

For more than 150 years, the Swedes have been perfecting Gevalia coffee. Gevalia roasts its beans with care and the result is an exceptional taste, cup after cup.



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“The Romantic”



“The Smooth Operator”



“The Thinker”



“The Dark Beauty”



“The Laid Back”

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## Demand for In-Store Deals has Diminished, Shoppers Expect Discounted Prices

Excitement over unexpected in-store deals has diminished as discounted prices become an anticipated part of the consumer products shopping experience, according to the Deloitte/Harrison Group annual American Pantry Survey.

For nearly one-third (30 percent) of consumers, at least seven of 10

items in their shopping cart is discounted. Additionally, 80 percent of them say they do their own research and have a pre-determined price point and a potential savings amount in mind before they step into a store. Furthermore, two-thirds (66 percent) of consumers shop when they know products will be on sale.

"Shoppers today expect to get a deal on the products they purchase," said Pat Conroy, vice chairman, Deloitte LLP and consumer products sector leader. "With this mindset it is critical that consumer products companies take measures to enhance brand loyalty by connecting early and often with key au-

diences in environments outside of the store."

### Smarter, Efficient Shoppers Focus on Consumer Product Purchases

Three-quarters (75 percent) of survey respondents assert that they are smarter shoppers than they

were a year ago, and nearly nine in 10 (86 percent) believe they are getting more precise in what they buy. Additionally, eight in 10 (80 percent) consumers say they have become more efficient at getting in and out of the store in 2011.

"Smarter shoppers know what they want, and how to get it for the best price," said Conroy. "As they become more efficient – while the consumer products industry increasingly faces a 'crisis of similar' – companies looking to thrive must find ways to differentiate themselves from their competition."

### Before Entering the Store, Shoppers Know What They're Buying

Nine in 10 shoppers know what they're buying before they arrive at a store, and more than eight in 10 (83 percent) have a set of brands in mind that they will consider. Moreover, eight in 10 (80 percent) shoppers indicate that the recession has caused them to realize what brands they care about and which ones they don't.

"Companies should have a conversation with shoppers prior to the time of purchase," said Conroy. "With the proliferation of online shopping, smartphones and social networking, it's vital that consumer product companies consider the use of highly targeted pre-store shopper engagement programs, which could include constant communication through new technology mediums."

### Private Label and Store Brands Increasingly "Been There, Done That" for Shoppers

Nearly one-half (49 percent) of shoppers say they are no longer interested in trying private labels or store brands. Furthermore, nine in 10 (90 percent) shoppers assert that they have already figured out which store brands and private labels work for their families – and which ones do not – while nearly the same amount (88 percent) of consumers claim they have established which store brands and private labels are good, and which ones are not.

# Mahatma



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

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



### Mahatma, America's Best Selling Brand of Rice

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

RIVIANA FOODS INC., Houston, Texas

© 2012 Riviana Foods Inc.

## Carmex Goes Glam: Adds Tints in Plum and Berry

Carma Laboratories Inc., the maker of Carmex lip balm products, has announced the expansion of its popular Carmex Moisture Plus™ ultra-hydrating lip balm with two new colors: Sheer Plum and Sheer Berry. The tinted lip balms provide a hint of color in a satin gloss finish. Carmex Moisture Plus premium lip balm has a unique slant tip applicator and provides intense moisturizing with vitamin E, aloe, shea butter and avocado butter. Moisture Plus also has an SPF 15 to provide additional protection. These new lip balm products can be found at CVS and CVS.com. The suggested retail price is \$2.99 each.



## USDA Proposes Rule to Update Poultry Slaughter Inspection System



The U.S. Department of Agriculture (USDA) has announced a long-awaited proposed rule that would modernize the poultry slaughter inspection system in the United States.

The proposed rule will lead to a revamped inspection system that allows federal inspectors in young chicken and turkey processing plants to shift to prevention-oriented inspection systems and allows USDA to re-deploy its resources in a manner that

better protects the public from foodborne diseases.

Under the rule, federal inspectors would be stationed at the end of the production line to verify every poultry carcass meets the federal regulations. This rule would allow USDA inspectors more flexibility to patrol the processing plant and provide scientific oversight to ensure the plant is meeting the required food safety performance standards. Plant employees would have an expanded role in inspecting carcasses for quality standards on the inspection line. USDA Food Safety and Inspection Service's (FSIS) inspectors will remain in processing plants during operation.

This proposal is the logical outgrowth of nearly 15 years of outstanding industry performance under the Pathogen Reduction Hazard Analysis Critical Control Points (HACCP) rule. USDA monitors plants' process control by measuring the prevalence of Salmonella on the products produced in the plant. Plants are expected to have lower Salmonella prevalence when measured against "baseline" sampling taken at the outset of the HACCP program.

"The poultry industry has spent millions of dollars and has made tremendous progress on reducing naturally occurring pathogens in raw products," the National Chicken Council and National Turkey Federation said in a joint statement. "We've succeeded at meeting or exceeding FSIS' previous performance standards and we are confident that modernizing the poultry inspection system will enable us to build on our success in providing delicious, safe and wholesome food to our customers."

Additionally, a successful pilot program in effect since 1998 for 20 young chicken plants and five young turkey plants further indicates the proposed rule is the logical next step in the modernization of USDA inspection and the poultry industry supports the program's expansion.

Plants participating in the pilot program operate under the same stringent standards of microbiological performance as other processing plants while (similar to the proposed new rule) allowing plant personnel to conduct some visual inspection duties.

"The continued outstanding performance of plants participating in the pilot program justifies USDA's confidence in announcing this proposed rule," the poultry groups said in their joint statement. "We are committed to working with USDA to ensure a science-based food inspection system works in a manner that would vastly improve food safety by using modern methods in the inspection system."

Numerous studies have concluded that HACCP programs in poultry processing plants are working and have significantly reduced the incidence of pathogens and have prevented outbreaks of foodborne illnesses.

"We look forward to carefully reviewing the complete details of proposed rule and we are pleased that USDA has afforded the industry the opportunity to provide comment," the groups concluded.

## Brits Would Rather Quit Chocolate than Smoking

More people would like to cut down on or give up chocolate than smoking this year, according to the Interflora New Year's Resolution Survey.

While nine per cent of people in the survey said that quitting smoking was their New Year's resolution, more people said they will be cutting out or cutting down on their chocolate intake, with 10 per cent resolving to do so in 2012.

The top resolution for over 700 people who answered the survey was to lose weight, with 47 per cent of respondents making it a resolution in 2012. With Britain in the midst of a double-dip recession, money is at the forefront of many people's minds and 35 per cent of survey respondents saying they have resolved to save this year.

The London Olympics are fast-approaching and there are signs that the Great British public are getting into the Olympic spirit by resolving to get active and take care of their bodies. Getting fitter was a New Year's resolution for 43 per cent of people surveyed, while 45 per cent of respondents included healthier eating on their to-do list for 2012.

While many of the resolutions people say they have made appear very

healthy and noble - such as the nine per cent of people who are aiming to cut down on or give up drinking alcohol - the survey also revealed much doubt over whether or not resolutions would be kept.

Just 33 per cent of survey respondents said they expected to keep their New Year's resolution for the whole year, while 56 per cent were unsure and a brazen 11 per cent said plainly that they expected not to keep their resolution throughout 2012.

Those sceptical about their propensity to keep their resolutions may be proven right, if 2011's statistics are anything to go by. Of the 39 per cent of survey respondents who said they made a resolution in 2011, just five per cent managed to keep theirs for 9-12 months. Over a third of last year's resolvers lasted less than three months with their New Year aims!

So why were people so bad at keeping their resolutions last year?

According to 61 per cent of respondents, a lack of willpower broke their resolve, while 44 per cent of people simply couldn't resist the voice of that little devil on their shoulder - they said they broke their resolution because of "temptation".

### Restaurant-quality



## Praters Debuts Convenient, Refrigerated Side Dishes

Praters, a manufacturer of fine quality foods since 1955, has recently announced its line of restaurant-quality refrigerated side dishes will now be packaged as "Fresh, Never Frozen" and serve up new and improved recipes that stay fresh longer. Praters perfected its traditional favorites and introduced some modern recipe flavors, such as the southwest style mashed potatoes featuring roasted red peppers and green chilies.

Additionally, Praters has launched Grab And Go

side dishes designed to feed 2-4 people, convenient for preparing individual meals for the family during the busy week. The new product packaging is conveniently suitable for both the microwave and the oven.

These recent product offerings are part of a larger effort by Praters to expand its business focus to include everyday meals in addition to holiday meals. Located in Lubbock, Texas, Praters is owned by United Supermarkets, LLC.

## New World Pasta Buys Strom Products' No Yolks Pasta

New World Pasta Company has acquired the No Yolks and Wacky Mac dry pasta brands and certain assets from Strom Products Ltd. for \$50 million.

"The No Yolks brand commands the number one market share position within the dry pasta noodle and dumpling segment in both the United States and Canada, and provides New World Pasta an excellent opportunity to solidify its leadership position within the North American dry pasta business" said Peter Smith, President and Chief Executive Officer of Ebro North America, the U.S. division of Ebro Foods, S.A. "The acquisition of the No Yolks and Wacky Mac brands is consistent with our strategic plan to expand our leadership position within the branded North American pasta business" said Antonio Hernandez Callejas, Chairman and Chief

Executive Officer of Ebro Foods, the parent company of New World Pasta. "They also enable the company to continue to capitalize upon the North American consumers' keen interest in wellness-related products that enable them to live a healthier lifestyle."

No Yolks dry pasta is a noodle-style product that was first introduced in 1976 that is cholesterol free, contains no saturated fat, and is high in fiber with market shares of 15.6 in the United States and 29.4 in Canada.

The Wacky Mac brand was also introduced in 1976 as a fun, healthy, vegetable-based pasta, comprised of unique shapes and four colors. Net revenue for the two brands will total approximately \$37.5 million in 2011.

New World Pasta is the largest branded pasta manufacturer in North America.

## Retail Growth Predicted to Increase in 2012

Continued from PAGE 2

hours worked should bolster income and spending.

■ **Income growth:** Consumers are constrained by modest growth in income. Congress extended the cuts in payroll taxes and unemployment benefits for only two months. While these provide a lift, and are likely, consumers may act cautiously until both are approved. Income is predicted to lag consumption on a year-over-year basis.

■ **Housing:** While most of the economic reports dealing with housing have shown a little more strength, these reports should be treated with caution, as some of the improvement is due in part to unseasonably mild weather. NRF expects home sales and construction will improve slightly in 2012 with low interest rates and affordability at an almost 30 year high.

■ **Inflation:** Increase costs have been a drain on consumer purchasing power due to extraordinary agricultural commodity price inflation as well as high oil prices due to global geopolitical tensions. NRF expects inflation to slow down near a two percent range. Rising gas prices may also put pressure on spending.

■ **Consumer Credit:** Easier lending standards are expanding consumer credit. Revolving credit appeared to break out from its holding pattern showing a big surge in November, which indicates consumers have confidence to take on debt.

■ **Consumer confidence:** Confidence continues to rebound from August lows but remains fragile given volatile financial market conditions and anemic housing markets.

## Smart & Final Names Dave Hirz as CEO

Continued from PAGE 2

Kroger Company. Hirz previously served as group vice president of operations of Food 4 Less, which he joined in 1991. Before that, he held leadership positions with The Boys Markets from 1985 to 1991, including district manager and director of store operations and administration.

Hirz received a bachelor's degree in finance from California State University, Fullerton. He is a graduate of the Food Industry Management Program at Cornell University and the Food Industry Executive Program at the Univer-

sity of Southern California.

Hirz serves as a member of the boards of directors for the Western Association of Food Chains and the Boy Scouts of America, Orange County Council and as a member of the Dean's Advisory Board for the Mihaylo College of Business and Economics at California State University, Fullerton. He also is the 2011 president of the City of Hope Southern California Food Industries Circle.

"I have known and worked with Dave for almost 35 years, and he is the ideal executive to lead our dynamic company," Golleher said. "Since coming to Smart & Final in

2010, Dave has worked extremely hard to understand our unique business and has led significant new business initiatives. Dave has done a great job in helping to build our company into what it is today, and I believe he will effectively lead Smart & Final's continued evolution as a premiere food retailer."

Hirz added, "I am proud and excited to have this opportunity to lead Smart & Final and to continue the vision that George has developed for our company. I look forward to working with the entire Smart & Final team to achieve our corporate objectives, and I anticipate that 2012 will be our best year ever."

## Grand Opening of Palm Beach Publix

# Upscale Supermarket Shopping Experience Returns to Exclusive Island Town

■ An all new Palm Beach Publix opened, December 15, at 135 Bradley Place in Palm Beach, Florida. At 44,000 sq. ft., the new is significantly larger than 33,000 sq. ft. store it replaces. In observance of local town ordinances, there is no exterior signage, other than the name 'Publix' embossed unobtrusively above the Mediterranean-style front entrance.

A TODAY'S GROCER Exclusive Report

Story by: **DENNIS KANE**  
TODAY'S GROCER Editor

The Town of Palm Beach, Florida was already known as a Mecca for the rich and famous long before well-known writer/director Preston Sturges created his 1942 romantic screwball comedy film: 'The Palm Beach Story' which starred Claudette Colbert, Joel McCrea, Mary Astor and Rudy Vallée. The popular Paramount Pictures movie has only served to enhance and extend the town's reputation, all these many years later.

It wasn't until April 1, 1971 when the town, got its first full-size supermarket with the opening of the original Publix, located just across the bridge from West Palm Beach. The town had long outgrown that original store, when it closed early last year to begin the re-development of an all new store, truly reflective of the Palm Beach lifestyle. To lessen the impact of the store's closure and disruption to shoppers, Publix made it a priority to 'fast-track' construction of the new facility.

On Thursday, December 15, 2011, the rebuilt Palm Beach Publix welcomed back its customers and continued passing on the Publix spirit.

Palm Beach Publix opened with fanfare at 135 Bradley Place. On the day before, Publix had hosted a reception attended by the media and civic dignitaries. Both Publix Store Manager, Nick Abiusi and Town of Palm Beach Mayor, Gail Coniglio addressed the gathering. In honor of the opening Publix Charities presented a check for \$15,000 to the United Way Campaign.

The original store, which opened on April 6, 1971 and was 33,000 sq. ft., closed on April 23, 2011. The store was torn down and rebuilt on site. Moss and Associates served as the contractor. The redesigned store now offers customers 44,000 sq. ft. of shopping pleasure. In addition to the traditional grocery, produce, dairy and frozen food departments, the store features the following full-service departments: bakery, deli, custom cut meats, floral, fresh seafood and sushi, a wine steward, as well as a Publix Pharmacy. In addition to being 11,000 sq. ft. larger in size, the new store features expanded produce and seafood departments. The new store has also added natural and organic selections to the product mix, items that the Palm Beach customers have been looking for and has added parking capacity – now featuring a lot with 218 parking spaces. Valet parking is also offered.

The deli has been expanded to include freshly prepared foods in which customers will have six culinary venues to choose from:

**CHEF'S SELECTIONS** – chef-inspired collection of appetizers, entrees and side dishes including cedar plank salmon and citrus grilled chicken.

**CUSTOM SALADS** – artisan salads made with fresh garden vegetables

**HANDCRAFTED SANDWICHES** – Boar's Head meats and signature subs also available.

**PACIFIC WOK** – featuring Pan Asian favorites like Kung Pao Shrimp, General Tso Chicken fried rice, and more

**SOUP BAR** – featuring gourmet soups daily

**SALAD BAR** – a selection of fresh vegetables and ingredients and salad dressings made fresh daily.

The deli also features artisan cheeses from

around the world and an olive bar.

The grocery isles have been expanded to allow for an extended product offering of natural and organic foods.

Approximately 200 Publix associates will be employed at the new store.

The store manager is Nick Abiusi, who has served as store manager at the Palm Beach Publix since January, 2006 and who has 24 years of service with Publix. Assisting Abiusi in the management of the store are members of his key management team, including: ASSISTANT STORE MANAGER – Jason MacNery, GROCERY MANAGER – John Miller, ASSISTANT GROCERY MANAGER – Elysee Jean, CUSTOMER SERVICE MANAGER – Mickey Gravellese, ASSISTANT CUSTOMER SERVICE MANAGER – Michael Lang, BAKERY MANAGER – Dale Freeman, ASSISTANT BAKERY MANAGER – Erika Gouin, DELI MANAGER – Severing, ASSISTANT DELI MANAGER – Jessica Hoffman, PRODUCE MANAGER – Coby Shoemaker, ASSISTANT PRODUCE MANAGER – Dennis Silva, MEAT MANAGER – Lynn Morris, ASSISTANT MEAT MANAGER – Kenneth Sweatlock, PHARMACY MANAG-

ER – Deb Loughram, R. Ph. and ASSISTANT PHARMACY MANAGER – Chris Lindstrom. Approximately forty percent of the staff are members returning from the previous Palm Beach location. "We have a good core mix here that will know our Palm Beach customers," Abiusi says.

"We are so excited to open our doors and can't wait for our customers to see all the enhancements their new Publix has to offer," said Kim Reynolds, Publix's Miami media and community relations manager. "The store's design is unique to Palm Beach and showcases the Mediterranean look and feel that makes Palm Beach exquisite. We anticipate that our customers will be very pleased with the updated décor and additional products and services."

The first 1,500 customers on grand opening day each received a customized free Publix reusable bag.

The Palm Beach Publix is open seven days a week between 7 a.m. – 10 p.m. Pharmacy hours are: Monday – Friday: 9:00 a.m. – 9:00 p.m., Saturday: 9:00 a.m. – 7:00 p.m. and Sunday 10:00 a.m. – 5:00 p.m.



■ Chuck White – Publix Regional Director, Orelia Alonso - Retail Coordinator (Grocery), Glenn Barrett – Retail Coordinator (Bakery) and Dave Roskovich – Retail Coordinator (Meat).



■ PALM BEACH PUBLIX STORE MANAGER Nick Abiusi (center) pictured with Publix Director of Marketing Gary Correll (left) and Publix Miami V.P.- Retail Operations Bill Fauerbach (right).

Getting to Know  
**NICK ABIUSI**

Manager Store #1395 (Palm Beach, FL)

Nicholas P. (Nick) Abiusi heads a staff is approximately 200 associates at the new Palm Beach Publix. He is anything, however, but new to residents of Palm Beach, having been Manager of the old Palm Beach Store #161 location. He was born in Unica, NY (outside) Syracuse and moved with his family to Palm City at age 11, in 1977. Following graduation John I. Leonard High School he attended Palm Beach Community College. Nick was already a food industry veteran by the time he came to Publix having joined The Grand Union Company at age 15, as a bag boy. He then joined Winn-Dixie, followed by Sun Supermarkets, where he rose to the position of Grocery Manager. He joined Publix in 1987 as a full-time stock clerk at the store on Jog Road in Lantana. HE also worked at store #180 (Lake Worth) and store #848 (Downtown West Palm Beach) before being named Store Manager at store #161 in Palm Beach on January 1, 2006. Nick and his wife Paula, who is with Palm Beach County school system have three children: Whitney age 21, a student at University of Central Florida, Rocco, age 10 and Rachel, age 9. He and his family live in West Palm each where his hobbies include coaching his children's soccer teams and watching Whitney, a majorette at U.C.F., perform.



■ Publix Miami - V.P. Retail Operations Bill Fauerbach (left) and Store Manager Nick Abiusi (right) present a check for \$15,000 to United Way - Town of Palm Beach on behalf of Publix Super Markets Charities.



■ PUBLIX SUPER MARKETS - VP - Retail Operations (Miami) Bill Fauerbach pictured with Town of Palm Beach Mayor Gail Coniglio.



■ The store features a large selection of Publix GreenWise healthy products.



■ PUBLIX Sous Chef Roy De La Osa from Store #1345 (Plantation) was on-hand serving delicacies prepared for the pre-opening reception.



■ A partial view of the frozen food department.



■ New Palm Beach Publix features an expanded Seafood Department.



■ Customer-service area at the front of the store.



■ Vitamins/HBC



■ Cards & Party Goods.



■ Above the wall facing the front-end checkout area is artwork by noted deceased artist and Palm Beach County resident Lee Olsen which had appeared in the original Palm Beach store.



■ The front-end checkout area features 10 checkouts, including 2 express lanes. There are a total of 14 POS terminals in the store.



■ PUBLIX SUPER MARKETS Miami Division VP-Retail Operations Bill Fauerbach (center) pictured with (left to right): Andy McCright, Randy Spicer, Scott Moss and Chad Moss, Moss & Associates, Ft. Lauderdale, FL construction manager for the new facility.



■ One of the popular features at the new Palm Beach Publix is custom-cuts for meats.



■ A view of the pharmacy.



■ Sure to be popular with Palm Beach shoppers is the large area within the deli department devoted to specialty cheeses.

# Strictly Natural

## New Homeopathic Products from Hyland's Debut

Coughs and colds are a fact of life for families. Long trusted for its effective line of 4 Kids pediatric cough and cold products, Hyland's Inc. has introduced two new homeopathic product lines: one for adults, and one for very young children seeking relief from the symptoms of seasonal illness.

Hyland's new Defend Cold & Cough, Defend Cold & Cough Night and Defend Sinus, offer multi-symptom relief for adults in natural formulas that are non-drowsy and free from dyes, alcohol and sugar. Hyland's new, 100 percent natural Baby Cough Syrup is specially formulated for infants 6 months and older, to relieve symptoms for a variety of coughs without drowsy or stimulant side effects. Hyland's family of cough and cold products are available nationally in chain drug stores, pharmacies, grocery stores, and supercenters.

Hyland's new Defend line for adults can be used to safely and effectively alleviate common cold and sinus-related symptoms without diphenhydramine, dextromethorphan or phenylephrine. Defend Cold & Cough soothes symptoms including nasal congestion, cough, sore throat and sneezing in a non-drowsy liquid formula that is ideal for daytime relief. Defend



Cold & Cough Night is a liquid formula that is designed to alleviate cold symptoms as well as the occasional sleeplessness that accompanies them. Defend Sinus quick-dissolving tablets are specifically formulated to relieve symptoms of sinus

pressure, headache, nasal congestion, sinus pain and fever associated with colds or allergies.

Building on the success of Hyland's Cough Syrup with 100% Natural Honey 4 Kids for children ages 2 to 12 years old, Hyland's new Baby Cough Syrup offers a solution to parents searching for over-the-counter (OTC) medicines to ease an infant's discomfort.

Hyland's Baby Cough Syrup is a pleasant-tasting liquid that comes with a dosing syringe for accurate measurement and ease of delivery. It does not contain any aspirin, acetaminophen, ibuprofen, naproxen, pseudoephedrine or dextromethorphan.

Hyland's Defend products will be available in for a suggested retail price of \$12.99 each for the Defend Cold & Cough, Defend Cold & Cough Night and Defend Sinus. Hyland's Baby Cough Syrup will be available for suggested to retail at \$9.99.

## Jack Link's Beef Jerky Debuts Smokehouse Fresh Jerky Line

Jack Link's Beef Jerky, is finding success following the recent launch of its new line of Smokehouse Fresh Jerky. Produced in Jack Link's world-class facilities the Smokehouse line has set a new standard of excellence in the fresh jerky category.

Boasting a reformulated recipe, Jack Link's new Smokehouse assortment is made from premium cuts of meat, perfectly seasoned and smoked, to deliver the highest-quality and best-tasting fresh jerky available.

Jack Link's also introduced a new Smokehouse merchandising system. The best-in-class display features an innovative and sleek rack with easy-to-clean, easy-to-rotate, peel-n-go freshness trays.

Authentic, genuine and natural, Jack Link's Smokehouse Fresh Jerky products are available in four varieties:

**Mega Jerky:** a home style jerky slab available in Original, Hot and Teriyaki flavors. With a suggested retail price (SRP) of \$2.29 per piece, Mega Jerky is packaged in a 15-count peel-n-go tray, nine trays per case.

**Meat Stick:** an old-fashioned style, smoked stick with a \$1.29 SRP. Available in Hot, Pepperoni and Teriyaki, sticks are packaged in 20-count peel-n-go trays, six trays per case.

**Jerky Strips:** authentic jerky flavor in a convenient, tender strip. Available in Original, Peppered, Teriyaki and classic Wood-smoked flavors, Jerky Strips have a \$0.99 per strip SRP and are packaged in 30-count canisters, six canisters per case.

**Jerky Medallions:** tender, bite-sized jerky rounds. Packaged in 80-count canisters, six canisters per case, Jerky Medallions are available in Original, Hot, Peppered and Teriyaki flavors with a SRP of four for \$1.00.

## Lenny & Larry Muscle Brownie Pumps Up Snack Market

Kroger, is now offering Lenny and Larry's Muscle Brownies in a variety of store banners including, Kroger, King Soopers, Smith's, Fry's and Dillon's.

Kroger is featuring a selection of four All-Natural, High-Protein Muscle Brownie flavors, including Triple Chocolate, Peanut Butter, Cookies & Cream and the newest offering...Caramel Walnut.

"Our partnership with Kroger marks a big move for Muscle Brownie and Lenny & Larry's as a brand as we continue to expand across the country," says Barry Turner, CEO and Founder of Lenny & Larry's and former American Gladiator. "We have had excellent growth this entire year and we are tremendously excited to be able to sell our all natural healthy snacks to the discerning Kroger customer."

Lenny and Larry's Muscle Brownies contain 20g of high quality protein and are 100% all-natural, low in cholesterol, with no trans fat, no high-fructose corn syrup and no artificial sweeteners.

"With Kroger selling our Muscle Brownies, it means that more and more people will be eating healthier," noted Don Crouch, President of Lenny and Larry's. "This is another sign that people are moving towards a healthier lifestyle and choosing all natural, fresh baked, high protein snacks over artificially flavored extruded protein bars. Baked is better and as we like to say Think Outside The Bar!"

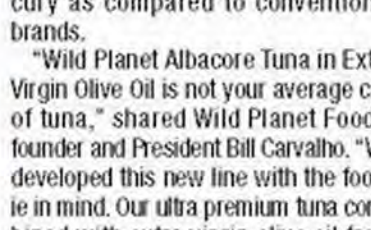
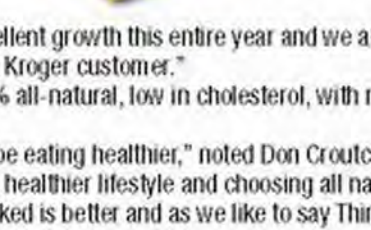
## Wild Planet Launches

### Albacore Tuna in Extra Virgin Olive Oil

When it comes to tuna, there's the tuna that your mom used to make a sandwich, and then there's ultra premium tuna - so pure, so flavorful - all you need is a little olive oil and fresh ground pepper, and you've got yourself a meal.

Leading sustainable seafood company Wild Planet Foods just took canned tuna to a whole new gourmet level with the introduction of ultra premium albacore tuna packed in extra virgin olive oil from Spain.

Sustainably pole and troll caught in the Pacific Northwest, the new Wild Planet Albacore in Extra Virgin Olive Oil is an excellent source of Omega 3 and contains less than half the mer-



cury as compared to conventional brands.

"Wild Planet Albacore Tuna in Extra Virgin Olive Oil is not your average can of tuna," shared Wild Planet Foods' founder and President Bill Carvalho. "We developed this new line with the foodie in mind. Our ultra premium tuna combined with extra virgin olive oil from

Spain creates a versatile product full of exceptional flavor and texture. Open a can, serve it with some fresh fennel and roasted peppers, and you'll quickly see what we mean."

Wild Planet Tuna in Extra Virgin Olive Oil is sold in BPA-free cans with pull top lids, has an SRP of \$3.99 per 5oz can.

## All-Natural



## Karma Foods Launches New Flax Milk

Good Karma Foods - creators of the first organic rice based ice cream, Organic Rice Divine™ - has introduced a new line of dairy-free flax milk which provides all of the calcium and creamy flavor of dairy milk and also a healthy dose of Omega-3.

The Good Karma Flax Milk line includes three irresistible flavors: Original, Unsweetened and Vanilla. Each serving delivers 1200mg of Omega-3, an essential fatty acid that has been shown to help prevent heart disease, cancer, stroke and diabetes.

Made from the finest natural ingredients like cold pressed, unrefined flax seed oil, all three varieties are: Lactose and dairy free, Gluten and soy free, As rich in calcium as dairy milk, Low calorie, Zero cholesterol, and Kosher, vegan and non-GMO.

With a balanced source of Omega-3 and Omega-6 "healthy fats," Good Karma's Flax Milk is refreshing by the glass, delicious over cereal, a perfect addition in smoothies, and can be added to your favorite recipes.

According to Good Karma Foods' CEO Daniel LaValley, "We're very excited to expand our line of healthy and great tasting natural products. Our flax milks are made from only the finest ingredients and are packed with nutrition. We've had a great response to our Flax Milks so far and look forward to expanding our line of products for everyone to enjoy."

Good Karma Foods' Flax Milks are available nationwide at a SRP of \$3.49 to \$4.49.

## Sea Fare Pacific™

### Oregon Seafoods Expands with New 'Sporty' Pouch

Oregon Seafoods firmly believes that consumers are going to not only love its tuna and seafood products for their premium quality taste, but consumers will love them for their natural, wild-caught environmental goodness.

The Sea Fare Pacific brand has introduced three new 3 oz. Sport Pouch™ items to its lineup. The new products are: Smoked Albacore Tuna, Sea Salt Albacore Tuna and Smoked Alaskan Red Sockeye Salmon. The MSRP for these products ranges from \$3-\$4.95.

Mike Babcock, owner of Oregon Seafoods, said he is excited with the new Sport Pouch. "The Sport Pouch is a smaller, more convenient package that reaches a different retail sector from the grocery channels," he explained. "Our four original Sea Fare Pacific products are jumping onto the shelves so I thought the Sport Pouch would be a natural next step."

Sea Fare Pacific launched last summer with its original 6 oz. wild caught albacore tuna products, which included: Sea Salt, Salt-Free, Jalapeño and Smoked. The four distinct flavors pair nicely with the mild taste of the all natural white albacore meat. The tuna is prepared by hand at ice-cold temperatures before being cooked once. This process preserves the natural, heart-healthy omega-3 oils and intense flavors. The products are free of fillers and preservatives. The MSRP is \$5.50-\$7.

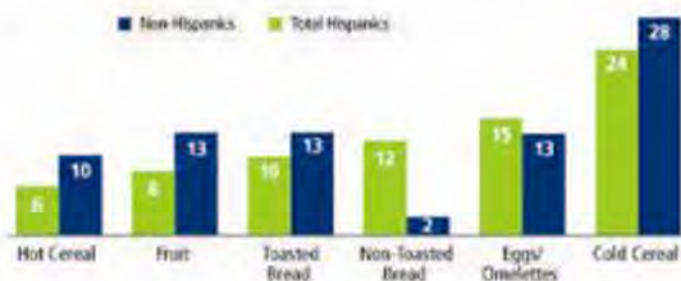


## U.S. Hispanics'

# Growing Numbers and Eating Traditions Begin to Influence Country's Overall Eating Patterns

Hispanics now comprise 16 percent of the U.S. population and the U.S. Census indicates the U.S. Hispanic population is expected to grow 34 percent from 2010 to 2020. The NPD Group, a leading market research company, is finding that the growth of the U.S. Hispanic population combined with their adherence to dining traditions is beginning to influence national consumption patterns.

One of the categories where Hispanics are influencing consumption patterns is at breakfast, according to NPD's NET® (National Eating Trends®) Hispanic, which is a year-long study that captures the in-home and away-from-home food and beverage consumption habits of Hispanics in the U.S. by level of acculturation. NET Hispanic reports



that while non-Hispanics include non-toasted bread in two percent of their breakfast meals, 12 percent of Hispanics' breakfasts include non-toasted bread. Over the last decade, typical consumers decreased the number of times they include non-toasted bread with their breakfasts. NPD's National Eating Trends (NET) shows that for the two years ending February 2001, the

average American had 48 eatings of non-toasted bread at breakfast, which declined to 41 eatings for the two years ending February 2011.

While non-toasted bread appears to be the breakfast carbohydrate of choice in Hispanic homes, other breakfast options are consumed less often compared to non-Hispanics' consumption. For example, hot cereal has a 10 percent share of non-Hispanic breakfast eatings, while that number for Hispanics is only 6 percent. Eggs are found more often on the table during breakfast in Hispanic homes than in non-His-

panic homes in the U.S.

"This shift could bode well for bread makers and bakery departments, and they should make efforts to connect with Hispanics sooner rather than later," says Darren Seifer, food and beverage industry analyst at NPD. "On the flip side, hot cereal marketers will need to appeal to this group in ways that differ from traditional efforts. For example, the warmth and convenience of hot cereal could be important aspects to highlight, as Hispanics are already consuming warm breakfasts at above average rates."

Dinner meal side dishes are another category that is being influenced by Hispanic consumption behavior, according to NET Hispanic. Hispanics eat rice more often at lunch and dinner compared to non-Hispanics; and in a time when side dish consumption has been declining across all major categories, both plain and flavored rice are being in-

cluded in more meals as a side dish among the overall population.

Dining traditions play an important role in U.S. Hispanics' eating behaviors. When asked to describe how frequently Latino/Hispanic traditions are followed in their homes, 96 percent of Hispanic respondents indicated these traditions are followed always/often/sometimes when planning and serving meals for the household. In addition, dining traditions vary among each Hispanic group, for example, Cuban-Americans differ from Mexican-Americans in their eating patterns.

"There's no doubt about it—Hispanics are a large and quickly growing group, and they will likely move the needle on national consumption trends over the next 10 years," says Seifer. "Marketers who wish to stay ahead of this growth should invest in understanding not only U.S. Hispanics' behaviors, but also the traditions they honor at the dining table."

## Applegate Brings Convenience to Natural Chicken Nuggets

With New Family-Size Package



The number-one brand of chicken nuggets in natural food stores is making it easier to get lunch and dinner on the table with a new family-size package that delivers convenience and flavor without the high calories, fat and sodium typically associated with the family favorite. Applegate Naturals Family Size Chicken Nuggets will hit freezer cases in January 2012. Applegate

is the leading producer of organic and natural meats and cheeses.

The new package contains about 36 chicken nuggets made with farm fresh chicken that was raised humanely and never administered antibiotics, unlike other brands that are labeled natural, but still use antibiotics. A serving of Applegate Naturals Chicken Nuggets contains 180 calories, 9 grams of fat and 210 mg of sodium compared to 220 calories, 13 grams of fat and 470 mg of sodium in the leading conventional brand of chicken nuggets.

"Kids love chicken nuggets, but parents usually try to limit them because they've become synonymous with unhealthy processed food," said Chris Ely, Applegate co-founder and farmer liaison. "With Applegate Naturals Family Size Chicken Nuggets, families can easily stock up on a favorite and enjoy the great taste and satisfying crunch of a chicken nugget without feeling guilty."

The suggested retail price for Applegate Naturals Family Size Chicken Nuggets (16 oz.) is \$9.99. An 8 oz. box of the same nuggets has a suggested retail price of \$5.99.

## Americans Think

# Poor Parenting and Poor Food Choices Cause Childhood Obesity

Thirty-four percent of Americans think poor parenting and poor food choices cause childhood obesity.

A recent Poll Position national scientific telephone survey asked, 'Do you think childhood obesity is a disease, or is it caused by poor parenting, poor food choices, or both?'

Thirty-four percent of respondents said both poor parenting and poor food choices cause childhood obesity, 29% said poor parenting, 24% said poor food choices, 4% thought childhood obesity was a disease, 9% did not offer an opinion.

Men and women differed in their views on the causes of childhood obesity.

Among men, 35% said poor parenting causes childhood obesity, 31% selected both poor parenting and poor food choices, 22% said it was poor food choices, 4% said it as a disease and 8% offered no opinion.

Thirty-six percent of women thought both poor parenting and poor food choices cause childhood obesity, 27% said it is caused by poor food choices, 24% said poor parenting, 3% said it is a disease and 10% did not offer an opinion.

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## Karoun Dairies Adds New Flavor of Yanni Grilling Cheese

Cheese consumption continues to rise in the United States, with more than 96.6 percent of American households purchasing cheese according to Information Resources, Inc., as reported by the International Dairy Foods Association's trends report. The industry estimates that there are more than 300 varieties of cheese in the U.S. marketplace, among them the new and unique popular Yanni Grilling Cheese with Jalapeño & Spices produced by Karoun Dairies.

As consumers and foodservice vendors find new uses for everyday favorites and experiment with new varieties, 2009 cheese consumption was 32.9 pounds per capita, an increase of 10.2 percent per capita over 2000 and a 33.7 percent increase over 1990. Convenience is a big factor, but availability of new varieties and flavors also play a role in American's willingness to branch out its love affair with protein dense, calcium rich cheese.

Yanni Grilling Cheese is unique to Karoun Dairies and the cheese market. A traditional semi-firm Mediterranean cheese, Yanni Grilling Cheese has a distinctive layered texture that is mildly salty with a rich buttery taste. Grilling Cheese can withstand a tremendous amount of heat without melting, and will develop a delicious golden crust when grilled. Grilling cheese is served alone or as an appetizer, or it is used as a worthy substitute for traditional proteins in vegetarian meals.

Also available in original and mint flavors, Jalapeño Yanni Grilling Cheese is versatile, delicious and boasts a creamy texture despite the fact that it is naturally lower-fat and packed with protein. In keeping with the growing popularity of flavored cheese—sighted by the Winter Fancy Food Show as one of 2011's top ten trends—Karoun Dairies has introduced Yanni Grilling Cheese with Jalapeño & Spices. Bold, delicious flavors give a spicy kick to an already irresistible and original cheese.

### Study Finds That

## Grocery Store Appearances Matter to Shoppers

For its new research, Innovation Trends, Attitudes, and Opportunities, IDDBA commissioned Datassential to explore consumer attitudes and interest in various forms of innovation. A key insight from the report is that for today's grocery shoppers, it's less about the specific, individual items or technological perks and more about the total collective experience. While it might seem obvious that appearances matter, a deeper look shows how small innovative elements, together, can affect consumer impressions and purchase decisions at the grocery store.

Environmental factors, such as lighting, color, equipment, and product placement can demonstrate a store's personality and help to form a consumer's first impression. For example, energy-saving appliances and LEED building certification shows shoppers that the store is environmentally responsible. Innovation is important, but don't forget the basics. A dirty or unkempt store is a major turnoff. Many of the consumers surveyed invoked cleanliness as a differentiating characteristic of their favorite grocery stores.

Often overlooked or underestimated, signage is another way to communicate with shoppers. An eye-catching sign with appealing photography and a clear message is helpful to consumers. However, a carelessly designed sign makes it harder to sell even a great product and may give shoppers a poor impression of the product itself. Similarly, packaging can be a purchase driver. Seventy-three percent of all consumers surveyed agreed that "green" (recyclable, biodegradable, etc.) packaging materials are at least somewhat important. Eleven percent went a step further saying that they abort purchases if they think the packaging is excessive or non-recyclable/biodegradable.

Combining these elements into a well-developed platform for promoting new foods and enhancing the overall shopping experience can have a positive impact in increasing shopper purchases and visits.

### Wing Bars Work



## Wing Merchandising During Peak Seasonality Drives Top Line Sales



Tyson Deli, a division of Tyson Foods, Inc. has released new information to help drive retailer success: Wing and tender merchandising is the key to building top line deli sales. Wings and tenders are gaining presence in restaurant menus and are receiving heightened visibility at retail because they have proven to increase top line sales.

While fall football and tailgating have typically kicked off wing season, retailers who use visible merchandisers have found success selling wings year-round due to growing popularity of wings for snacks, dinner and entertaining guests.

Committed to delivering results, Tyson reports that wing and tender merchandising led retailers to witness sales increases of more than 40 percent,<sup>1</sup> with nearly 60 percent of wing sales resulting from impulse purchases.<sup>2</sup> To further increase sales, retailers can create awareness by displaying wings in a highly visible mobile merchandiser during peak store hours. Tyson's in-store research determined that while 25 percent of customers shop the deli, 43 percent shop mobile merchandisers in high-traffic areas.<sup>3</sup> Tyson reports key strategies to ensure successful wing bar sales which include offering great-tasting wings, implementing in-store merchandising, bundling wings with beverages and hiring dedicated staff who are trained and motivated to manage the wing bar.

"In addition to delivering proven results, Tyson is committed to providing actionable insights and strategies to help drive top line deli sales," said T Fuqua, Tyson Deli Brand Manager. "Our experience in working with retailers shows that, when Tyson insights are put into motion, deli operators may see astounding results. In fact, participating retailers have seen sales lifts between 28% and 35%<sup>1</sup> when utilizing Tyson Deli promotions."

Tyson offers an array of Crispy Glazed™ wings including flavors such as Buffalo, BBQ, Hot Pepper, Teriyaki and Caliente. These wing varieties provide consumers with a choice, which is a proven necessity to deli success, and the extended hold times and enhanced sauce adhesion factors result in greater margin opportunities.

1 Estimate Only. Actual retail performance may vary.  
2 Prepared Foods ATR Study, Mills Consulting, 2009  
3 In-store Observation Study, EnviroSell



■ **CHALLENGE DAIRY**, producers of Challenge Butter, is broadening the spreadable butter category with a taste of Italy in its launch of Tuscan Style Butter.

## Challenge Dairy Brings Challenge Butter to Midwest

Challenge Dairy, the largest butter brand in the West, is entering new territory in its 100th year: the Midwest. Unsalted and Salted varieties of Challenge Butter are now found on Wal-Mart shelves in Minnesota, North Dakota, South Dakota, Missouri, Kansas, Illinois, Indiana and Kentucky in addition to Dominick's in the Chicago area. This expansion follows Challenge's entrance into the exporting arena in 2008 and its position today as the largest exporter of butter in the United States.

"What better time to enter the Midwest than in our 100th year," said Irvin Holmes, CEO of Challenge Dairy Products, Inc. "We're confident that the care and attention we give Challenge Butter will quickly capture the hearts of Midwesterners."

Midwest butter fans can expect to find the following varieties: Challenge Butter Regular and Unsalted in 1 lb. boxes (MSRP: \$3.49); Challenge Butter Whipped in 8 oz. tubs (MSRP: \$1.99); and Challenge Butter Spreadable in 15 oz. tubs (MSRP: \$2.99).

Since its inception in 1911, Challenge Butter has been a pioneer in the industry in quality assurance as well as innovation.

### Just Peachy!



## Green Valley Organics Lactose Free Introduces New Peach Yogurt

The newest flavor at Green Valley Organics is "peachy keen" for so many reasons. With its luscious, peach flavor and creamy texture, it may come as a pleasant surprise that this yogurt is lactose free and gluten free. Green Valley Organics is the only line of lactose free, real cow dairy yogurt, kefir and sour cream to be available nationwide.

Pieces of juicy, sweet organic peaches at the bottom of the cup bring a summer-fresh taste to the newest flavor in the line, which includes Plain, Vanilla, Honey, Strawberry and Blueberry in 6 oz cups. Green Valley Organics is introducing a new larger size (24 oz.) of its best-selling Vanilla yogurt. The Plain and Honey yogurt also are available in the larger size.

Adding to the health appeal of Green Valley Organics yogurt and kefir is the addition of Flourish®—a custom blend of 10 live active probiotic cultures that promotes optimal digestive and immune system health. Flourish delivers eight more health-promoting live active cultures than the USDA's yogurt requirement of two.

Green Valley Organics uses organic peaches, blueberries and strawberries in its fruit-at-the-bottom yogurt, and Grade A organic wildflower honey, natural vanilla and evaporated cane juice for a naturally sweet taste. The price of a 6-oz. yogurt is about \$1.39 - \$1.59. A 24-oz. container is about \$3.99, and is available in Plain, Honey and now Vanilla.

## Innovation

Trends, Attitudes, and Opportunities



Innovation Trends, Attitudes, and Opportunities



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# 18 On the Promotional front

## Pacific Natural Foods Redesigning Packaging



Pacific Natural Foods, a leader in the organic and natural food industry, is rolling out new packaging on its popular soup, broth and non-dairy beverage lines in 2012. The updated look will have greater impact on shelf, making the products easier to find and purchase.

Research showed that consumers recognize and trust the Pacific brand, seeing it as an everyday pantry staple in their homes. While consumers identified with the package graphics, they noted opportunities to improve inconsistencies. The redesign includes a modernized logo that maintains the most recognizable elements (oval shape, script and popping green hue), fresh product and ingredient imagery, a back panel that better communicates the brand story and core values, and QR codes that provide usage ideas and recipes when scanned with a smart phone. The changes are being applied across all of Pacific's product categories to create a con-

sistent brand presence, no matter which section of the store a consumer is shopping.

"On our old packaging, the colors, typography and logo treatment were inconsistent," said Kevin Tisdale, director of marketing for Pacific Natural Foods. "With the new brand imagery and color cues across all of our flavors, now you'll see a stronger block of Pacific products on the shelf, making it easier for shoppers to find and buy their favorites. We expect the recipe ideas accessed by the QR codes to also contribute to a higher basket ring for retailers."

### ■ Fresh & Easy Launches

## Second Customer-Designed Reusable Bag



Fresh & Easy Neighborhood Market has introduced a new reusable bag featuring the winning design from its second annual Design-A-Bag contest. This new limited-edition reusable bag retails for only 99 cents and joins several other reusable bags introduced by Fresh & Easy. The bag's colorful design of fresh produce was hand-painted by Las Vegas resident Tonya Jacobsen, who received a year's worth of free groceries for winning the contest.

"I am so excited that my bag is coming out this week!" said Design-A-Bag contest winner Tonya Jacobsen. "My friends and family are excited to see it too, so I decided I'm going to 'wrap' all of the gifts I give this year in the new bag. It's great that it is coming out during the holiday season and I hope people enjoy it."

The Design-A-Bag contest generated more than 800 submissions from customers and 30,000 votes by "Friends of fresh&easy" — customers who have signed up for the company's rewards program. Fresh & Easy's Design-A-Bag contest and expansion of its reusable bag range are part of a continued effort to encourage customers to use reusable bags.

"Our last customer-designed bag was a huge hit with customers and we're sure this new design will prove to be just as popular," said Fresh & Easy Chief Customer Officer John Burry. "By offering more attractive and useful reusable bags, we hope customers will be encouraged to use them more and in turn, join us in helping the environment."

### ■ WWE Superstar

## Post Fruity Pebbles Teams Up with John Cena

Post Fruity Pebbles and WWE Superstar John Cena are teaming up for a new partnership, which includes a collectable cereal box and an instant-win promotion awarding a VIP meet-and-greet with the talent.

Cena's passion charity, the Make-A-Wish Foundation, for which he has granted over 250 wishes for children with life-threatening medical conditions, and 'be a STAR,' the anti-bullying alliance co-founded by WWE and The Creative Coalition, are prominently displayed on newly-designed Fruity Pebbles ce-



real boxes featured nationwide January through March.

"It is truly an honor to team up with Post Fruity Pebbles. After all, who doesn't dream of being on a cereal box one day?" said WWE Superstar John Cena. "I am proud that the partnership also spreads awareness about the life-changing wishes granted by the Make-A-Wish Foundation and 'be a STAR's' anti-bullying message of showing tolerance and respect."

The on-pack instant win grand prize winners will each receive a VIP meet-and-greet with Cena, priority seating and transportation to a WWE live event, and an autographed "Rise

Above Hate" T-shirt, in support of the 'be a STAR' anti-bullying message. First prize winners will receive an autographed version of the exclusive T-shirt. The second prize winners will receive the exclusive T-shirt.

The partnership stems from the onscreen and social media rivalry between Cena and WrestleMania XXVIII opponent Dwayne "The Rock" Johnson, who compared Cena's brightly colored wardrobe to a bowl of Fruity Pebbles. Cena embraced the new nickname saying he is "Yabba, Dabba Delicious."

## Duda Farm Fresh Foods Donates Produce to Seminole County Public Schools Families

Duda Farm Fresh Foods has donated forty thousand pounds of fresh produce to Seminole County Public Schools (SCPS) Families in Transition (FIT) program. The fresh produce will be made available to children at food pantries at the school where children will be able to pick up food to take home with them for weekends when school lunches are not available. The retail value of the donated produce is approximately \$30,000.

FIT program, run by Seminole County Public Schools, aims to serve the approximately 1,250 Seminole County students that are homeless, and the approximately 42% of those that receive free or reduced lunches during the school week.

"With so many families struggling to make ends meet right in our own back yard, we felt compelled to help by donating fresh fruits and vegetables," said Dan Duda, President/Chief Operating Officer of Duda Farm Fresh Foods.

"We are carrying out our 85 year commitment of giving to those in need," continued Duda.

"To help impact their present and future health, all children regardless of income level need access to fresh fruits and vegetables," said Dede Schaffner, Seminole County school board member and FIT volunteer. "This generous donation made by Duda Farm Fresh Foods will help ensure that hundreds of families in Seminole county have healthy foods on hand this holiday season. Christmas came early for us this year," continued Schaffner.

The donation of fresh produce to FIT is one part of a series of steps Duda Farm Fresh Foods is taking to help ensure that children and families in the Central Florida community have the nutritional benefits of fresh fruits and vegetables. In 2012 the company plans to sponsor 8 salad bars in Seminole County Public Schools as part of the United Fresh Produce Association and first lady Michelle Obama's "Let's Move Salad Bars to Schools" program.



■ Fresh produce donations are delivered to Seminole County Public Schools FIT program by Duda Farm Fresh Foods. (PRNewsFoto/Duda Farm Fresh Foods)



■ 40,000 pounds of fresh produce were delivered to Seminole County Public Schools FIT program by Duda Farm Fresh Foods. (PRNewsFoto/Duda Farm Fresh Foods)

### ■ World Champion Swimmer

## California Dried Plum Board Partners With Natalie Coughlin to Fuel Peak Performance

### Launches "Super Snacking" Sweepstakes

The California Dried Plum Board is partnering with Gold Medalist and World Champion Swimmer Natalie Coughlin for the third year in a row to launch the "Super Snacking" sweepstakes.

Coughlin is a go-to source for nutrition and fitness-related topics, regularly sharing her training tips, healthy recipes and snacking ideas to help others adopt the "peak performance" lifestyle. California Dried Plums are one of her favorite ways to add superfruit nutrition to her food choices—and as a way to get the energy she needs for her intense training regimen.

"California Dried Plums are one of my favorite healthy snacks—I often recommend them to my family, friends, teammates and coaches," says Coughlin.

"They're also a versatile flavor accent that can enhance both sweet and savory dishes."

As an avid cook, Natalie creates signature recipes that incorporate California Dried Plums—in addition to her own fresh, home-grown produce—to boost flavor and nutritional benefits.

The "Super Snacking" sweepstakes began December 15, 2011, and will run through March 15, 2012, providing one lucky winner with a \$1,000 grocery gift card to supplement their own healthy snacking routine.



■ WORLD CHAMPION SWIMMER Natalie Coughlin.



■ Booth Bros. and the Central Vermont Milk Producers Association (CVMPA) have announced an initiative benefiting the Vermont Farm Disaster Relief Fund administered by the Vermont Community Foundation. Between November 1-30, Vermont Farm Disaster Relief Fund received 10 cents from every gallon container of Booth Bros. Milk sold. The proceeds, up to \$25,000, will be available to all qualifying Vermont farmers. The announcement was made at Scribner's Settlement Farm in Montpelier, and included (left to right): Dave Silloway, president of the Central Vermont Milk Producers Association; Jerry Booth of Booth Bros. Dairy; Larry Martin of the CVMPA; Cyrus Scribner; Diane Bolthfeld, VT Deputy Secretary of Agriculture; Robert Miller and Eugene Bedard of the CVMPA; and Catherine and Stanley Scribner.

## Buying a Gallon of Milk Helps Farmers in Need

Consumers that purchased a gallon of Booth Bros. Milk during the month of November contributed to a disaster relief fund benefiting Vermont farmers impacted by Tropical Storm Irene.

Booth Bros. and the Central Vermont Milk Producers Association (CVMPA) conducted the initiative benefiting the Vermont Farm Disaster Relief Fund administered by the Vermont Community Foundation.

From Nov. 1 through Nov. 30, Vermont Farm Disaster Relief Fund received 10 cents from every gallon container of Booth Bros. Milk sold. The proceeds, up to \$25,000, will be available to all qualifying Vermont farmers.

"This effort is so much more than farmers helping farmers," says CVMPA President Dave Silloway. "This gives all Vermonters a simple way to give back to farm families that give us so much." The as-

sociation of 27 farms provides milk for the Booth Bros. brand, but proceeds from the milk sales will also benefit crop and other farmers as well as dairy farms across the state.

"We're a local Vermont brand, and we rely on local Vermont farmers for a quality product," says Jerry Booth, manager of Booth Bros. Dairy. "Irene left the state's farm community struggling, and we know our customers will want to help any way they can."

## ■ "Entertaining Made Easy Expo"

## Market Street Stores Welcome in the Holiday Season

Market Street officially welcomed in the holiday season with its annual "Entertaining Made Easy Expo", November 5-6 at all 10 store locations.

Aspiring hosts and hostesses had the opportunity to sample food and beverages throughout the store, ranging from appetizers and hors d'oeuvres to entrées and desserts, and including complimentary wine tastings. Guests were able to watch as floral designers created fall centerpieces, as well as view a wide array of pre-made and custom-made gift baskets, holiday dishes and other gift items.

"We believe our Market Street stores truly are a one-stop destination for our guests' entertaining needs," said Wes Jackson, chief merchandising officer for United Supermarkets, LLC, Market Street's parent company. "With the holidays just around the corner, this expo gives us the opportunity to showcase how our products and services can help ease the burden of event planning for our guests."

Two Market Street locations also featured wine bottle engravings during the expo - Saturday in Plano and Sunday in Coppell.

"The holiday season can be stressful, even without the additional concerns of entertaining," Jackson said. "From catering and floral services, pre-prepared fresh food items and gourmet ingredients, to wine stewards and knowledgeable party-planners as members of our team, Market Street provides every resource to help take the hassle out of holiday entertaining for our guests."

Market Street is a unique shopping experience that combines everyday grocery shopping needs with the unique specialty items, whole-health products and chef-prepared foods that shoppers want. Market Street locations are in Allen, Amarillo, Colleyville, Coppell, Frisco, Lubbock (2), McKinney, Plano and Wichita Falls.



■ Aspiring hosts and hostesses had the opportunity to sample food and beverages throughout the store, ranging from appetizers and hors d'oeuvres to entrées and desserts, and including complimentary wine tastings.



■ MARKET STREET officially welcomed in the recent holiday season with its annual "Entertaining Made Easy Expo", November 5-6 at all 10 store locations

## Grey Goose Vodka Signs Pro Golfer Matt Kuchar to Represent Brand

Grey Goose, the "World's Best Tasting Vodka," has announced its collaboration with professional golfer Matt Kuchar, a three-time PGA Tour winner. Beginning this month, the celebrated athlete will serve as an official spokesperson for the Grey Goose golf program, a leading consumer activation platform for the brand. The announcement also marks a new and exciting era of "Grey Goose 19th Hole," a Grey Goose Entertainment original television program exclusive to Golf Channel that has captivated golf enthusiasts for the past ten years.

"Grey Goose Vodka has maintained a long-standing commitment and a strong presence in the golf arena. We are honored to welcome such a stellar athlete to the brand," said Michelle D. Beauchamp, brand director of Grey Goose at Bacardi USA. "Matt Kuchar's sportsmanship, athleticism and competitive drive represent the best of the sport of golf."

As the Grey Goose golf spokesperson, Matt Kuchar will represent the brand in all facets of its golf program which includes supporting retail point of sale, hosting meet-and-greet sessions at PGA Tour events and helping develop the Grey Goose Collection golf gear.

"As a longtime fan of Grey Goose off the course, I am really excited about joining the family and representing the World's Best Tasting Vodka as an official spokesperson," said Kuchar. "I am proud to be aligned with Grey Goose as the leading super-premium vodka brand continues its longstanding tradition in golf."

In 2010, Kuchar won the PGA's Vardon Trophy and the PGA Tour's Byron Nelson Award, both recognizing the player with the lowest scoring average, as well as the PGA Tour's Arnold Palmer Award for leading the money list in 2010.



■ GREY GOOSE VODKA has signed pro golfer Matt Kuchar to represent the brand. Kuchar is the fourth-highest ranked American golfer in the world.

## ■ USMC Reserve



■ STATE BROS. CHARITIES PRESENTATION - Wayne Harkley, MSgt, USMC (Retired) and local ROTC Cadets from the Fontana High School Marine Corps Junior Officers Training Corps receives a check on behalf of the Marine Corps Reserve. (PRNewsFoto/Stater Bros. Charities)

## 'Toys for Tots' Receives Gift From Stater Bros. Charities

For the seventh year in a row, Stater Bros. has been a part of spreading cheer through the local Toys for Tots Program. The Stater Bros. "Family" of Employees and Stater Bros. Charities recently presented a \$26,000 check to representatives from the United States Marine Corps Reserve Toys for Tots Program. Representatives from the United States Marine Corps and ROTC Cadets attended the check presentation ceremony at the Stater Bros. Corporate Offices.

Wayne Harkley, MSgt, USMC (Retired) and local ROTC Cadets from the Fontana High School Marine Corps Junior Officers Training Corps received the check on behalf of the Marine Corps Reserve. The United States Marine Corps Reserve will use the donation to purchase thousands of toys. These toys will be distributed to community-based organizations in San Bernardino and Riverside Counties, and these organizations will donate the toys to local children and families who are in need of a helping hand this holiday season.

"The Stater Bros. 'Family' believes in giving back to the communities we serve," said Jack H. Brown, Chairman of the Board and Chief Executive Officer of Stater Bros. Markets. "We are very proud to help make the Holiday wishes of so many children come true this year."

This donation was made possible through a partnership between Stater Bros., Stater Bros. Charities, and the manufacturers of Stater Bros. brand products.

# Stop & Shop Unveils Next Evolution Grocery Store

## 72K Chelmsford Store Opens

The Stop & Shop Supermarket Company LLC has debuted a new store in Chelmsford, MA, boasting more selection and innovative features to bring a new kind of grocery shopping experience to the Merrimack Valley. Located at 299 Chelmsford Street, the distinctive concept store opened its doors on November 18.

Replacing a former 38,500 sq. ft. location at 16 Boston Post Road in Chelmsford, the new, 72,000 sq. ft. store is the first of its kind for Stop & Shop. The store's format and offerings were designed to better meet the needs of customers in Chelmsford and positively impact the health and well being of the community. Exciting and convenient new amenities include an in-store nutritionist, a supervised child play area, curbside pick-up and innovative in-store shopping tools.

"We are constantly seeking ways to improve the customer's overall shopping experience each time we open a Stop & Shop store," said Mark McGowan, president, Stop & Shop New England Division. "This new Chelmsford Stop & Shop is a leader when it comes to providing the breadth of selection and options for our customers. Our aim is to not only help simplify their shopping experience - allowing customers to shop the way they prefer to shop - but make it truly enjoyable as well."

Two store managers, Ed Attubato and Joe Manganaro, with nearly 40 years combined experience with Stop & Shop, lead a store team of more than 230 full and part-time associates.

### The store offers an expanded assortment of products throughout each department.

- The expansive produce department includes more than 1,200 items including a wide variety of heirloom tomatoes, a large selection of cut fruit, fruit and vegetable party platters, and new cut vegetable offerings.
- The prepared foods section and full-service deli department fresh fried and rotisserie chicken, a full salad bar, more than 250 varieties of world-class cheeses, a sushi bar, hot soup, sandwiches and more.
- The full-service meat and seafood departments offer only USDA Choice or higher meat, Certified Angus Beef, Nature's Promise® Organic meats, free-range all natural beef, and Choice Catch sustainability seafood.



■ At the November 17 Grand Opening Reception, retired Boston Bruin Mark Recchi celebrates with Stop & Shop Managers Joe Manganaro and Ed Attubato.



■ Retired Boston Bruin Mark Recchi signs autographs at Stop & Shop's Grand Opening Reception.

- The full-service, expanded bakery department offers freshly-baked breads and signature desserts.
- The Nature's Promise® Marketplace provides a wide variety of 650 natural and organic products; the store overall offers more than 4,500 natural items.
- The store boasts approximately 4,000 Stop & Shop's Own Brands products for additional quality, variety, and everyday value.
- Other departments include a bountiful full-service floral department, an expanded international foods section, and 25 aisles of grocery items.

### INNOVATIVE SHOPPING TOOLS

The store offers Stop & Shop's latest technological innovations, including SCAN IT! Mobile. A first of its kind grocery mobile app, SCAN IT! Mobile allows customers to use their personal mobile device to shop, scan, and tally their groceries while they shop. The app is available to iPhone® 3GS, 4G, 4S, and many Android™ users.

In addition, the store features six CHECK IT! self checkout lanes, 60 SCAN IT! hand held devices that allow customers to scan and bag groceries while they shop and two OR-

DER IT! deli kiosks where shoppers may pre-order deli items.

### ADDITIONAL FEATURES

- ON-SITE NUTRITIONIST - Stop & Shop's first in-store nutritionist, Julie Menounos, is available to assist customers with questions on healthy lifestyles and for one-on-one consultations by appointment.
- CURBSIDE PICK-UP - Customers will be able to order groceries from the convenience of their computer and pick them up without leaving the car.
- THE TREE HOUSE - Customers shop... while the kids are watched! The Tree House is a brand new supervised child play area complete with toys, games, and more. An experienced child care team will supervise customers' little ones for up to 90 minutes for free so they can fully enjoy a one-stop shopping experience. The Tree House is open 10 a.m. - 7 p.m. daily and available for children ages 3 - 9.
- FAMILY FRIENDLY CHECK-OUT LANES - Two designated lanes have been merchandised with "better for you" snacks and beverages for both young kids and adults as well as "family



■ Stop & Shop's first in-store nutritionist, Julie Menounos, is available to assist customers with questions on healthy lifestyles and for one-on-one consultations by appointment. Customers can also look for the nutritionist in the aisles while they shop.



■ The Tree House is a brand new supervised child play area complete with toys, games, and more. An experienced child care team will supervise customers' little ones for up to 90 minutes so they can fully enjoy a one-stop shopping experience. The Tree House is available for children ages 3 - 9.



■ STOP & SHOP recently debuted a new 72,000 sq. ft. store in Chelmsford, MA, boasting more selection and innovative features to bring a new kind of grocery shopping experience to the Merrimack Valley. Located at 299 Chelmsford Street, the distinctive concept store opened its doors, November 18.

friendly" magazines and travel size items.

- WI-FI INTERNET ACCESS - Customers can enhance their shopping experience with fast, reliable free Wi-Fi internet access. They can surf the web and check email, all while relaxing with a cup of fresh coffee in the self-service seating area.
- CITIZENS BANK - A new branch offering seven-day banking and extended hours, knowledgeable bankers, enhanced ATMs, and the convenience of banking where customers shop.

### BUILT WITH THE ENVIRONMENT IN MIND

The new store, which will pursue LEED (Leadership in Energy and Environmental Design) certification in the coming months, is anticipated to use up to 20% less energy than a typical grocery store of this size - the equivalent of the amount of energy needed to power 60 homes for a year. It was built with an extensive range of energy-efficient features:

- White roof to reflect the sun light and reduce the heat gains in the store, requiring less energy for space cooling

■ Skylights to harvest day light and dim energy-efficient fluorescent lights to reduce the electricity consumption during peak daylight hours by an average of 2.5%, or 67,000 kwh annually

■ LED lighting is used in many areas of the store, including overhead track lights, spotlights on specialty areas & displays, exterior store signs and in the frozen food cases (LED lighting uses half the wattage of traditional incandescent lighting)

■ New DuctSox® (fabric duct) ventilation system and low air return in frozen aisles; both help provide better air distribution across the store and make the store environment more comfortable for shoppers

■ ECM (electronically commutated motor) motors in the refrigerated fixtures and walk-in coolers that deliver uniform airflow while using 33% less electricity

■ Low-mercury, energy-efficient, fluorescent light fixtures throughout the store with occupancy sensors in the storage areas and offices

The new Chelmsford store is open 6 a.m. - 11 p.m. Monday through Saturday and 7 a.m. - 9 p.m. Sunday.



■ Customers can order groceries from the convenience of their computer and pick them up without leaving the car. They simply pull up to the dedicated Curbside Pick-Up area where Stop & Shop associates will take payment and load their car.



■ STOP & SHOP executives look at part of the donation of 7,200 turkeys to The Greater Boston Food Bank.



■ Massachusetts Governor Deval Patrick (center) helps load turkeys onto a food pantry truck.

## Boston Distributes A Record 43,859 Turkeys To People In Need

The Greater Boston Food Bank distributed nearly 43,900 turkeys this past Thanksgiving, a 9 percent jump over the previous year's total and a record that was achieved despite steep increases in turkey prices. Increased online donations and bigger turkey donations from food companies and other organizations accounted for the larger total this year. The larger number of turkeys helped to feed the one in nine Massachusetts residents who are in need of food assistance. That number grew during the recession, when the need for emergency food assistance rose by 23 percent, and that need has not gone back down.

"The generosity of the donors this year meant that more families in need could have a special meal at Thanksgiving, and for at least one day, they could have the hurt caused by hunger lifted away," said Catherine D'Amato, President and CEO of GBFB. "I want to thank these donors, both the returning supporters and the new ones, for making this possible."

Major donors of turkeys included Stop & Shop Supermarket Company LLC, Shaw's, BJ's, Hannaford, Roche Bros., Johnnie's FoodMaster, Agar, C&S Wholesale, Harvard Biolabs, and Kings. Support also came from Turkeys4America, the Rabb/Cahners/Goldberg families, Bernadette Rehnert, and Joshua Kraft.

The goal set this year by GBFB was 40,000 turkeys, which was level with the previous year's goal. The goal was not increased this year because of the higher prices for turkey, which increased by 25 percent or more over the past year. The turkeys along with all the fixings for a traditional Thanksgiving meal were distributed through GBFB's network of approximately 550 hunger-relief agencies throughout eastern Massachusetts.

"Everyone who contributed is helping us provide enough food so that every person in need in eastern Massachusetts has at least one meal a day. Fulfilling a challenging goal like that requires that everyone play a role in ending hunger, and we are grateful to our supporters for their generosity and compassion," D'Amato said. "They are helping to end hunger here in our community."

### ■ Mionetto Prosecco Launches

## 2012 Mionetto Mixology Masters Challenge

Mionetto Prosecco has officially launched the 2012 Mionetto Mixology Masters Challenge. Professional Mixologists and weekend cocktail enthusiasts alike will shake, stir, and pop vying to have their sparkling Mionetto Prosecco cocktail crowned, respectively, for this first-ever cocktail competition from America's favorite Prosecco brand\*.

Professional Mixologists and Amateurs, separately, will compete for the chance to join Mionetto, the Official Sparkling Wine Sponsor of Vegas Uncork'd (May 11-13, 2012) to showcase their recipes plus win an all-expense paid trip for two to Italy. Inspired cocktail creations can be submitted via [www.facebook.com/MionettoProseccoUSA](http://www.facebook.com/MionettoProseccoUSA) or

[www.MionettoMixology.com](http://www.MionettoMixology.com) beginning January 1, 2012 through March 30, 2012.

### TWO ROUNDS OF PRIZES

**ROUND 1** - America will Vote through April 2 for their favorite Mionetto Prosecco cocktails via [www.facebook.com/MionettoProseccoUSA](http://www.facebook.com/MionettoProseccoUSA) or [www.MionettoMixology.com](http://www.MionettoMixology.com), by selecting ten (10) Professional and ten (10) Amateur cocktail creators from across America.

Each of the 20 winners will be awarded a premium "Steel" Barware set from OXO® and a his or her watch from BRERA OROLOGI™.

**ROUND 2** - On (or about) April 20th, Mionetto USA will announce the winner of the Amateur Mionetto

to Prosecco cocktail and the three (3) finalists for the Professional Cocktail competition. Each (with a Guest) will travel to Las Vegas to showcase his/her Mionetto Prosecco cocktail at Vegas Uncork'd.

The three (3) Professional cocktails will be evaluated by Judges: Enore Ceola, *Managing Director of Mionetto USA*; Andrew Knowlton, *Restaurant and Drinks Editor, Bon Appetit*; and Francesco Lafranconi, *National Ambassador, United States Bartenders Guild*.

Cocktails will be judged on *Taste, Creativity, Presentation, and Inspiration*.

**BONUS** - Mionetto is offering a chance for one lucky voter to win a VIP trip for two to Vegas Uncork'd

### ■ RiceSelect™

## Helping Americans Achieve Health Benefits of a Mediterranean Diet

When it comes to life expectancy, the United States ranks a dismal 50 on the CIA World Factbook's rankings. Outliving Americans are people in places like Macau, Japan, Singapore and Hong Kong, all which place in the top 10. And what do all of these countries share in common? Their traditional diets rely heavily on rice. RiceSelect, the producer of U.S.-grown, milled, and packaged rice like their Texmati rice, aims to improve Americans' overall health, and thereby their life spans, with a full line of award-winning healthy rice products.

According to the Mayo Clinic, the staples behind a Mediterranean diet, which has been shown to reduce the risk of heart disease, cancer, Parkinson's disease and Alzheimer's disease, "traditionally includes fruits, vegetables, pasta and rice." Additionally, the USA Rice Federation estimates that "rice is the primary dietary staple for more than half of the



■ A flavorful, all-natural, aromatic rice, Texmati has earned RiceSelect numerous accolades. It combines the qualities of basmati with those of traditional American long grain rice. Its delightful popcorn aroma and delicious nutty flavor have made Texmati the most widely recognized brand of aromatic rice in the United States. Texmati is available in white, brown and light brown varieties.

world's population." Not surprisingly then, the residents of the countries in which rice is a dietary staple often boast the longest life spans.

Production of rice is geographically concentrated in Western and Eastern Asia, with more than 90% of world output coming from these regions of the world. According to one agricultural researcher, "96% of the world's rice is eaten in the area in which it is grown" therefore, the majority of Americans are missing out on the health benefits of this dietary staple.

RiceSelect is setting out to change that situation with a line of U.S.-grown, milled and packaged rice products. More than 35 years ago, the makers of RiceSelect introduced Texmati, the first basmati rice to be successfully grown in America. Since then, the company has added organic, whole grain, Royal Blend®, Jasmabi®, Kasmati®, Sushi, Arborio, Texmati rice medleys as well as a couscous and orzo to its product offerings.



## Simply Potatoes Introduces "Steamables"

First Line of Refrigerated Steam-in-Bag Potatoes

Simply Potatoes has introduced Steamables™, a fresh, never frozen, line of steam-in-the-bag varieties. Steamables are the first refrigerated steamable potato in the marketplace, offering a method of cooking that keeps in nutrients while maintaining a fresh potato taste. The products include Zesty Garlic Diced Russets, Rustic Italian Seasoned Russet Wedges and Ranch Seasoned Red Wedges.

"Steamables are part of Simply Potatoes ongoing commitment to provide consumers with fresh, high-quality side dish solutions that fit with consumers' busy lifestyles," said Jeff Twomey, product manager for Simply Potatoes. "The average family has potatoes with dinner at least once per week. Steamables involves no preparation and is ready to eat in five minutes."

2012  
MIONETTO  
MIXOLOGY MASTERS  
CHALLENGE

2012  
MIONETTO  
MIXOLOGY MASTERS  
CHALLENGE

2012. All those who vote for their favorite recipes will automatically be entered.

The Mionetto Mixology Masters Challenge is a nationally advertised event, sponsored by Mionetto. The Mionetto winery, located in Valdobbiadene, Italy, produce the wines

that comprise America's favorite Prosecco brand.\*

Deadline for all entries is March 30, 2012.

\*Nielsen 52 weeks ending 12-10-11 Food, Drug, Liquor



## Fresh, New Shopping Experience Awaits Winn-Dixie Guests at Coral Way Store



■ **FRESH, NEW LOOK** - Winn-Dixie Stores celebrated the completion of its seventh state-of-the-art transformational store and the first to have a bilingual décor package on November 15. The newly-renovated store, located at 3275 SW 22 Street in Miami, Florida provides guests solutions and services to make shopping easier and fun.

### A TODAY'S GROCER Exclusive Report

**W**inn-Dixie Stores, Inc. celebrated the completion of its seventh state-of-the-art transformational store and the first to have a bilingual décor package on November 15. The newly-renovated store, located at 3275 SW 22 Street in Miami, Florida provides guests solutions and services to make shopping easier and fun.

"This store exemplifies our commitment to South Florida guests 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. "We are passionate about delivering on our promise of providing Winn-Dixie guests with excellent service and an exceptional shopping experience."

This multi-million dollar renovation of store #251 provides greater

convenience and an improved guest experience with a myriad of upgraded features. Just past the greatly expanded produce department is an expansive new deli serving restaurant-quality entrees and side dishes for guests who are too time-crunched to cook a meal. Experienced chefs' direct preparation of the wide variety of foods and meal solutions that include a made-to-order pizza and pasta bar, seven flavors of chicken wings, a barbecue bar and a carving station with fresh fish, prime rib and more. In addition, guests will be pleased to find an expanded bakery, a gourmet cheese counter, expanded meat and seafood departments, an upgraded pharmacy and self-service kiosks for meal planning, among other things.

In addition to the expansive wine and cheese sections staffed by knowledgeable specialists, the Coral Way Winn-Dixie store also features a cozy sitting area, complete with free Wi-Fi internet access and a full-service Cuban café featuring authentic Cuban favorites.

Physical changes in the store include hardwood flooring through-

out the produce, deli and bakery departments and highly polished concrete floors elsewhere in the store, as well as modern lighting and brighter, more colorful bilingual décor that showcases the thousands of store offerings. Guests also can find "Winn-Dixie" and "Winn-Dixie Organic & Natural" private-label products, which offer national-brand quality at substantial savings, as well as a wide variety of Hispanic offerings. "We are committed to providing our South Florida customers with the greatest value and quality possible," Rambo added.

"This is the new Winn-Dixie," said Eliu Cubas, Store Director. "We are excited to be unveiling a fresh new shopping experience to our South Florida guests. With an enhanced product selection and expanded departments, our neighbors are thrilled with the new changes taking place at our store."

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



■ Jorge Cabo, Winn-Dixie District Manager; Eliu Cubas, Winn-Dixie Store Director, Peter Lynch, Winn-Dixie President and CEO and Randy Rambo, Winn-Dixie Regional Vice President.



■ Eliu Cubas, Winn-Dixie Store Director pictured with City of Miami Mayor Tomas Regalado and Jorge Cabo, Winn-Dixie District Manager.



■ A new, bilingual store décor package with a cleaner, modern and more attractive setting is evident in the expanded produce department at the Coral Way location.



■ A new Cuban café featuring a sitting area and free Wi-Fi serves authentic Cuban favorites.



■ An expanded bakery department features a large selection of baked goods, along with loaves of warm freshly-baked breads.



■ The 'new look' Winn-Dixie features and expanded selection of imported and domestic beers and wines.



■ GOURMET GROCERS - Deanna Stephens, Winn-Dixie Corporate Training Chef; Gregory Retz, Winn-Dixie Exec. Chef Category Manager, Kevin Smith, Winn-Dixie Corp Exec Chef and Robert Connors, Winn-Dixie Store 251 Chef.



■ A re-designed and relocated deli/bakery area showcases a wide variety of freshly-prepared hot foods selection.

# Beverage



## No Lines, No Hassle, and Coffee Made to Perfection

Wolfgang Puck's new Cold Brewed Iced Coffee flavors are now hitting store shelves.

Inspired by his famous pastries and crème brûlée, flavors include **Vanilla Fusion**, **Double Blend Mocha**, **Crème Caramel**, and **Cafe Au Lait**. Fattening you say? Well, they're only 120 calorie drinks and made with the finest organic ingredients. Just grab one from the fridge and take it on-the-go to school, the office or anywhere. Morning coffee will never be the same!



## Choice Organic Teas Introduces Four New Varieties

Choice Organic Teas, has added four new varieties to its Original line of teas as part of its "go beyond" campaign. Customers can now purchase Premium Korean Green, Decaffeinated Green, Masala Chai, and Rooibos Chai. The four new teas reinforce Choice Organic Teas' commitment to offer high quality teas from around the world while honoring their traditions.

- **Premium Korean Green (Green Tea)** – This lush tea hails from Jeju Island, South Korea's "Island of the Gods." From fertile volcanic soil to subtropical forests, this pristine isle offers rich tea-growing terroir. The leaves are steamed, rolled and dried in the Sencha tradition, for a fresh and savory cup.
- **Decaffeinated Green (Decaf Green Tea)** – Delight in the best of both worlds with a cup that's both decaffeinated and flavorful. This crisp green tea grown in the mountains of India is gently decaffeinated using carbon dioxide, the only certified organic method.
- **Masala Chai (Black Tea)** – Spice things up with this bold classic, featuring malty Assam tea from India's Brahmaputra River Valley. Choice Organic Teas blends rich, robust black tea with masala spices (cardamom, cinnamon, ginger, clove, and black pepper) for a spirited cup that warms your body and soul. It blends perfectly with milk and sweetener for an authentic chai.
- **Rooibos Chai (Herbal Tea)** – Thrill your senses with this naturally caffeine-free twist on traditional chai. Choice Organic Teas blends rich South African rooibos with the finest masala spices (cardamom, cinnamon, ginger, clove, and black pepper) for a cup that's warming, robust and subtly sweet. It's a luscious treat that pairs wonderfully with milk and sweetener.

"After careful consideration and research, we determined we needed to add these four varieties to round out our product line," said Anne-Marie Phillips, Head of Sales and Marketing for Choice Organic Teas. "Made with pure ingredients, these perfectly balanced teas are sourced from some of the most beautiful places on earth. We invite our customers to go beyond their horizons and discover the world one cup at a time. We feel confident our customers will fall in love with these flavorful new teas."

## Red Rose Tea Adds New Flavor: Sunset Spice

Red Rose Tea has introduced Sunset Spice as its newest black tea flavor in the Specialty Selections product line. Red Rose Sunset Spice Tea is a natural choice to steep this season, and to pair with some of your favorite recipes.

To create this bold new flavor, Red Rose Tea reached out to its consumers and asked them to conduct taste testing in their own homes, their natural tea drinking environment. The consumer feedback was then incorporated into the development of Red Rose Sunset Spice Tea.

"Red Rose Tea drinkers have been sharing memories over a cup of tea for generations, and now they can do so while sipping a new flavor they helped to perfect," said Michele Peters, brand manager for Red Rose Tea. "Sunset Spice offers tea drinkers something to 'spice' up their day, and it builds on the tradition of Red Rose Tea – making even the smallest moments into special memories."

Rich layers of orange notes, cinnamon and a touch of cardamom give this Ceylon tea its signature taste and aroma. Sunset Spice warms the soul with a delicate balance of spices and citrus, and provides tea drinkers with a soothing blend.

Red Rose Sunset Spice Tea is also the perfect ingredient for hot cider or an ideal complement to a delicious crème brûlée.

Red Rose Sunset Spice Tea retails at approximately \$3.75 for a 40-count box.



## Ginseng UP Brings the Root of All Power Back Home

Since 1981, Ginseng UP has been on the lips of loyal followers throughout the Caribbean eager to get their daily dose of ginseng. Ginseng, a botanical extract, has been a nutritional supplement in Asian diets for more than 6,000 years and is believed to boost energy, relieve stress and improve memory.

Now, after thirty years of popularity overseas, New Jersey-based Ginseng UP is preparing a full-scale, national launch here at home. Packed with premium ginseng, Ginseng UP is an ideal choice for healthy consumers who want a drink that does more than quench their thirst but without the caffeine, high-fructose corn syrup, artificial stimulants, colors, flavors or preservatives found in other functional beverages.

"With Ginseng UP, you get the best of both worlds," states Vish Ganpati, president of Ginseng UP Corporation. "By combining refreshing, all-natural fruits with the finest ginseng, we give consumers two good reasons to choose Ginseng UP: the taste, and the feeling you're doing something really good for yourself with every sip." Ganpati goes on to say that the drink appeals in particular to adults who want a healthy drink based on pure ginseng, but with a natural fruit flavor.

Ginseng UP is marking its debut with the addition of a new, crisp Apple flavor. Unlike highly sweetened apple drinks that are diluted apple concentrate, Ginseng UP is 96% real apple juice blended with a touch of sparkling water. The company has also designed new packaging for the American market that, while contemporary, graphically echoes the Asian origins of ginseng while expressing its benefits in a new tagline: The Root of All Power.

In addition to the new apple flavor, Ginseng UP comes in more than 10 other all-natural varieties – each one formulated to let the true flavor of the ingredients shine through. Ginseng UP is sold in single serve and in four-packs of 12 ounce bottles.



## Pacific Natural Foods Introduces 7 Grain Non-Dairy Beverage

Pacific Natural Foods is responding to continued consumer demand for whole grains and Omega 3s as a way to improve their diets by adding a new, USDA organic, 7 Grain blend to its extensive line of non-dairy beverages.

Available in **Original** and **Vanilla** flavors, this combination of seven whole grains – oats, brown rice, triticale, wheat, barley, spelt and millet – truly exemplifies what nature has to offer by showcasing naturally occurring flavor, sweetness and nutrition from wholesome ingredients. The beverages are naturally sweetened from the grains and feature calcium, B vitamins and 500mg Omega 3 ALA from flax oil. Great for pouring over cereal, mixing into a smoothie or baking into recipes, 7 Grain is a delicious, nutrient-packed dairy alternative.

"Consumers are looking for ways to add whole grains to their diets without sacrificing taste," said Kevin Tisdale, director of marketing for Pacific Natural Foods. "Our new 7 Grain non-dairy beverage has a smooth, naturally sweet and refreshing flavor."

### ■ All-Natural



## Natalie's New Cranberry Orange Juice Packs a Powerful Punch

Natalie's Orchard Island Juice Co. has added a new burst of fresh flavors to its collection of handcrafted seasonal blends and fresh squeezed juices with its all-natural Cranberry Orange Juice Blend.

Like all of Natalie's juices, the new Cranberry Orange blend is fresh-squeezed and all-natural, 100-percent juice and free from any added flavors and vitamin supplements. The juice is bursting with a tart sweetness and powered with antioxidants and vitamin C.

"I am very excited about the new Cranberry Orange juice blend not only because it's absolutely delicious, but also because it's perfect for holiday brunches or even as the base for a festive holiday cocktail," said John Martinelli, President of Natalie's Orchard Island Juice Company. "The tartness of the cranberries and the sweet zest of the oranges strike a perfect balance."

Natalie's offers a full line of year-round fresh-squeezed juices, seasonal handcrafted juice blends and gourmet pasteurized juices with a pure, one-of-a-kind fresh flavor and a short shelf life – unlike any other juices available. Natalie's is also the first juice company to receive the Made in USA Certification, ensuring every ingredient used by Natalie's is sourced from, and every product is made in, the U.S.A.

The new Cranberry Orange juice is available nationwide. It sells at retail for an MSRP of \$4.49/quart and \$2.49/pint.





**OPENING REMARKS** - The Grand Opening ceremony was heralded by the Clyde Hill Elementary choir, and remarks from Jason Brown and Michael Johnson, the store's founders. They were joined by representatives of Bellevue City Hall, the Bellevue Chamber of Commerce and Howard McQuaid, vice president of leasing and development at the Kemper Development Company and Bellevue businessman and real estate developer, Kemper Freeman (holding microphone) who owns the land beneath YLM.

## Your Local Market Opens in Bellevue, Washington

Brings new shopping experiences, products and service innovations to Eastside shoppers

Bellevue, Washington shoppers got the grocery store they've been waiting for, November 11. Your Local Market, the brainchild of a veteran team of retail and grocery store professionals, opened its doors, at the historic, former Safeway location at the corner of 4th and Bellevue Way NE. The store's founders and staff were joined by local shoppers, community leaders and businesspeople to celebrate the store's opening.

"After a lot of hard work, we're delighted to welcome shoppers to Your Local Market in Bellevue," said Jason Brown, the founder and CEO of the company. "We wanted to create the store with the best product mix and the most convenient shop-

ping options available. I'm proud to say that we've done just that."

At Your Local Market, shoppers reap the benefits of decades of experience and a dedication to local, organic products as well as convenience above and beyond any other brand. The store's design is intended to reduce the amount of trips a shopper makes to multiple stores. The customer-friendly mix of natural, organic and locally-produced goods they expect, alongside mainstream brands they trust, helps make this possible. The product mix is 80 percent natural and organic with a 20 percent blend of everyday products.

The opening was heralded by the Clyde Hill Elementary choir, and remarks from Brown and Michael Johnson, the store's founders. They

were joined by representatives of Bellevue City Hall, the Bellevue Chamber of Commerce and Howard McQuaid, vice president of leasing and development at the Kemper Development Company.

"Your Local Market is the combination of everything we thought a local grocery store should have," said Johnson, the founder and Chief Food Officer of Your Local Market. "We're happy to see that shoppers are so receptive to our store."

The store opening also means the beginning of customer service innovation from Your Local Market. Shoppers can order groceries online and arrange for delivery within three miles as well as convenient curbside pickup right out front.

"Customers just need to place their orders online, give us an hour then a call when they're out front and we'll deliver their groceries into the trunk of their car, saving them time and money," said Brown. "We are Bellevue's neighborhood partner and we want to make it easy for everyone to shop."

The Your Local Market executive team has hired more than 100 people to work in the store. Members of the key management team include: SENIOR V.P. OF FINANCE - Eric Li, CENTER STORE MANAGER - Paul Wilcox, GROCERY MANAGER



**At Your Local Market, shoppers reap the benefits of decades of experience and a dedication to local, organic products as well as convenience above and beyond any other brand. The new store offers a number of special customer services. Shoppers can pre-order the groceries on-line and have them delivered (for a small fee) to their homes. They can also call when they are outside the store and employees will bring their groceries to their car.**



**Just one look at this display and you'll know you're in the Pacific Northwest. Here, the store offers a large end cap display of assorted flavors of Honest Tea products price at .99 ea.**



**YOUR LOCAL MARKET**, a hybrid between an organic and mainstream grocery store, opened November 11 in Bellevue Washington. The 24,500 sq. ft. store is located at the corner of 4th and Bellevue Way NE. The site was formerly occupied by Safeway which relocated to across the street in 2007.



**RIBBON CUTTING** - Your Local Market founders Michael Johnson and Jason Brown receive a little help from their friends as they mark the official opening of their new store in Bellevue, WA.



**There's always plenty of good food to sample at Bellevue's new Your Local Market. Here, opening day shoppers sample some of the wide variety of freshly-made baked goods the store offers.**



**FRESH... FRESH... FRESH** is a themed carried throughout the store, including here in the Seafood Department. The store offers a combination of local, organic, natural and mainstream brands. The store maintains a 100% Satisfaction Guaranteed policy.

- Dani Cuddeback, MEAT MANAGER - Brad Murphy, PRODUCE & FLORAL MANAGER - Gail Schollmeyer, BAKERY MANAGER - Adrian Ballow, WINE DEPARTMENT MANAGER - Suzy Johnson, HEALTH LIVING DEPT. MGR. - Tamara Bernadot and CHEESE & SPECIALTY MANAGER - Sylvia Jacobs.

Before opening Your Local Market, Brown's 34-year career in specialty retail included the founding of Organic to Go, the nation's first fast casual retailer to be certified organic by Quality Assurance International. In 2008, Brown was honored as a finalist for Entrepreneur of the Year

by Ernst and Young. Over the past year he was the head of a team of consultants that created Right to Nature Hometown Market, a crossover grocery in Pittsburgh, PA.

Johnson brings more than 20 years in retail food service operations, including senior and operational roles at Right by Nature Market, Organic to Go and Briazz.

As its way of giving back to the community Your Local Market held a community benefit on Thursday, December 1st, for the benefit of The Boys & Girls Club of Bellevue.

The store is open Monday-Sunday from 6:00 am - 10:00 pm.

# Whole Foods Market Opens in Giffnock, Glasgow



■ WHOLE FOODS MARKET opened its first store in Scotland on November 16. The new store, located in the city of Giffnock, becomes the first for the chain, which says it possibly will open as many as 40 stores in Britain and Europe.

## First Whole Foods Market in Scotland



■ BREAKING BREAD – Minister for Rural Affairs in Scotland, Richard Lochhead (center) is joined by store and corporate personnel in marking the official opening of the new Whole Foods Market.

A TODAY'S GROCER Exclusive Report

**W**hole Foods Market, opened its first store in Scotland on November 16, 2011. The anticipation for the opening in Giffnock had reached fever pitch and the launch day was an event in itself. Following a short opening ceremony where Richard Lochhead MSP, Cabinet Minister for Rural Affairs and the Environment formally welcomed Whole Foods Market to Scotland, Jeff Turnas, the Regional President for the UK, opened the doors to local shoppers keen to see what Whole Foods Market has to offer. Accompanied by the Red Hot Chili Pipers, the opening was a Scottish foodie fanfare to welcome the local community.

Darren Campbell, Store Team Leader for Whole Foods Market said: "Finally we can open our doors to the local community in Giffnock who have been so supportive of us. We are thoroughly excited to be here and our passionate and skilled team members can't wait to get started."

Whole Foods Market's new store in Giffnock offers a place to shop where everything is freshly made, locally sourced, mindful of the seasons, Scottish wherever possible and al-

ways of the very highest quality.

Richard Lochhead MSP the Cabinet Minister for Rural Affairs said: "We want to give a warm welcome to Whole Foods Market from the local Glasgow Southside community. After much anticipation they are finally open and will offer us such a high quality range of food and drink we can't fail but be impressed. By creating 140 new jobs and working so hard with the local community they are the sort of business we are very proud to have set down roots."

From an in house 'scratch' bakery (with certified Kosher breads) to a traditional butchery counter with the finest, highest welfare 100% Scotch beef, lamb and pork via grocery shelves displaying over 400 products produced in Scotland - and a fishmongers full of fresh local catch and magnificent shellfish and a machine allowing customers to make their own peanut butter - this will be a supermarket unlike any Scotland has ever seen.

Jeff Turnas, President of the UK Region says "This is a place where you can shop with your conscience intact. It's a principled, thought provoking, great tasting, community led and an inspiring place to shop. We can't wait to see you in Giffnock."



■ WHOLE FOODS Giffnock bakers went all out to bake a wide assortment of their finest varieties for opening day.



■ MINISTER FOR RURAL AFFAIRS in Scotland, Richard Lohead, tours the store on opening day. The new Giffnock store becomes the first Whole Foods location in Scotland.



■ WHOLE FOODS Regional President for the UK, Jeff Tumas addresses the crowd gathered for the opening.



■ BEER BAR – Shoppers can purchase their beer by the bottle at the store's 'filling station'.



■ LOOSE EGGS DISPLAY – Features a selection of free range Burford Brown Eggs, Cotswold Legbar Eggs, and others. Boxes are available and shoppers may mix and match their selections.



■ DRY AGED BEEF display in the meat department.



■ A large outside display of Albert Bartlett potatoes greets shoppers on their way into the store.



■ STORE TEAM LEADER Darren Campbell presents a check for £750 to Maccabi Centre



■ THE GOOD STUFF – The Giffnock store features this wide selection of Scotch whiskies. Whole Foods Market's new store in Giffnock offers a place to shop where everything is freshly made, locally sourced, mindful of the seasons, Scottish wherever possible and always of the very highest quality.



■ Shoppers can take a break at the Coffee Bar which features fresh coffees and healthy juices.



■ The Giffnock store features an extensive selection of cheeses, gives shoppers and opportunity to 'Meet Your Producer' by offering special in-store appearances.

## Iconic Washington Chain Reinvents Itself

# Former Top Foods Reopens as Haggen in Crossroads Area of Bellevue

A TODAY'S GROCER  
Special Report

When people think of the college-town of Bellingham, WA, images of quirky coffee shops, tight-knit music scenes, outdoors adventurers and a general sense of "off-beat funkiness" comes to mind. That uniquely Bellingham experience is now being exported to the region, and its first stop is Bellevue.

Haggen, the Bellingham, Washington-based grocery company, opened its new store concept in the Crossroads area of Bellevue on November 16, at the site of the former Top Foods. The store marks the first stage of a company-wide rebranding effort that seeks to introduce the Haggen philosophy of "Northwest Fresh" it has cultivated in Bellingham to its other stores throughout the region with a core focus on the brand pillars of homemade, delight and community.

Haggen is the largest independent grocer in the Northwest with 28 stores in Washington and Oregon. The Crossroads location represents the first in what will be a three-year roll-out of a complete redesign and rebrand of its products, services and shopping experiences.

"We have always been a family-run company proud of our Northwest heritage," explained Rick Haggen, son of founders Ben and Dorothy Haggen. "For 80 years, we have made it our mission to provide the very best the Northwest has to offer, including the finest quality products, fair prices, personal customer service and a flair for doing it different. We've always felt Bellingham epitomizes the Northwest experience, and it is our intention to export that to the rest of the region."

Some of the highlights of the changes taking place at the Bellevue Haggen include:

Convenience store feature inside the front door where customers can easily get their must-have items such as milk, eggs and coffee without having to walk through the entire building; Bellingham-centric "store within the store" specialty shops including: Lummi Fish Market, Chuckanut Deli and Mt. Baker Bakery; New "Haggen's Original" Private Label Brands featuring the finest ingredients, and Fish & Chips bar (with choice of sweet potato or regular French fries).

While these kinds of changes are often associated with high-priced



■ HAGGEN, the Bellingham, Washington-based grocery company, opened its new store concept in the Crossroads area of Bellevue on November 16, at the site of the former Top Foods. The store marks the first stage of a company-wide rebranding effort that seeks to introduce the Haggen philosophy of "Northwest Fresh" it has cultivated in Bellingham to its other stores throughout the region with a core focus on the brand pillars of homemade, delight and community.



■ RIBBON-CUTTING: Rick Haggen, son of Haggen Founder Benett and Dorothy Haggen (holding scissors) marks the official opening of the new store located at 15751 Northeast 15th Street in Bellevue, WA. The new concept store is located in the Crossroads area of Bellevue, 15 miles outside of Seattle.

grocery outlets, Haggen is committed to competitive pricing. In fact, it has developed technology that will guarantee competitiveness with larger corporate grocery outlets on key products.

"We are dedicated to being the eastside's hometown market, providing high quality and excellent value on a wide variety of products," explained C.J. Gabriel, Jr. (Gabe), President and CEO of Haggen. "Part of Haggen's "Northwest Fresh" philosophy is about being a good

neighbor which means we remain committed to giving our customers a good deal without compromising quality."

The new store opened with a ribbon-cutting ceremony in the morning. Some of the Grand Opening activities over the four-day celebration included contests and giveaways with shoppers having an opportunity to win gift cards in amount of between \$25-\$500, live cooking demos and a fill the Mayflower Food Bank drive, among others.



■ The new store marks the first stage of a company-wide rebranding effort that seeks to introduce the Haggen philosophy of "Northwest Fresh" with a core focus on the brand pillars of homemade, delight and community.



■ READY-TO-ROAR! Haggen Management welcomes opening day shoppers to their new Bellevue superstore.



■ The new Haggen Bellevue store features 63,000 sq. ft. of retail space, not including additional square footage devoted to operations/management.



■ Dairy products are so fresh... they're almost straight from the farm.



■ HAGGEN, INC. is the largest independent grocer and sixth-largest private company based in Washington. Haggen, under the leadership of CEO C.J. (Gabe) Gabriel, operates 28 supermarkets in Washington and Oregon under the Haggen Food & Pharmacy and TOP Food & Drug names. The new location represents the first in what will be a three-year roll-out of a complete redesign and rebrand of its products, services and shopping experiences.

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# Wines & Beers

## Stone Releases 2011 Double Bastard Ale



This is one lacerative mother of an ale," the braggadocious bottle warns. "It is unequivocally certain that your feeble palate is grossly inadequate and thus undeserving of this liquid glory... and those around you would have little desire to listen to your resultant whimpering."

In a world full of glittery pagents and overproduced holidays, it has become difficult to isolate what is worth celebrating, while eschewing the insipid propaganda that is spoon-fed to the masses. But rest assured, Double Bastard Ale's annual unleashing is no such hornswaggle. Nay, it is a moment of gustatory excellence to be met with fervorous revelry and binnabulation.

Double Bastard Ale first debuted in 1998, marking the one-year anniversary of Arrogant Bastard Ale.

Double Bastard Ale is strictly for those with an unfettered predilection for bold unapologetic flavor, and it is for this enlightened minority that this annual tradition carries on today.

## J Vineyards & Winery Launches Brut Rose in New Package



J Vineyards & Winery has introduced a non-vintage Brut Rose sparkling wine in a sleek, sexy new clear bottle. The bottle features a distinctive black version of its iconic brushstroke J logo.

"After a quarter century of crafting luxury wines, we still love introducing new wines and new packaging," said Judy Jordan, Founder and President of J Vineyards & Winery. "The eye-popping, rich, pink salmon hue of this pinot noir-based sparkling wine is now on full display for all to see. It's a real treat." It features the elegant aromas of wild strawberry, nectarine, and fresh cut apples, and the flavors of cherry, blood orange, citrus peel, and tropical fruit.

Although limited in production, the J Brut Rose is being distributed to stores across the nation.



## User Friendly Take-Home Beer Keg From Heinekin

Innovation accolades go to Heineken Tapje, a 4 litre take-home keg of beer that is easy to use and more attractive in its appearance than many other kegs currently on the market. The rounded PET body makes full use of the green colour associated with the Heineken brand and ensures that it stands out on the shelf in store.

The beer remains fresh for up to 30 days after opening and is dispensed under 1 bar of pressure via an aerosol system with a lever-style tap actuator that is very easy to operate and quite intuitive to use. For ultimate consumer friendliness, there is even a thermo-chromic indicator on the label, signaling that the beer has reached the optimum temperature for drinking.

Pack-Track Global Packaging Innovations Director Andrew Streeter said about this pack, "I am sure there will be a lot of commentary about the technical innovations of this new Heineken draft beer pack, but over and above that is the fact that this is the first pack that truly makes draft beer at home accessible. Previously it has been packed in metal kegs which, with 5 litres of beer inside, are heavy and bulky, not really fridge friendly and require a bit of 'muscle' to handle.

"This pack is much lighter in weight and really looks the part. It's curvy, clean, a bit see-through and, with lots of on-pack usage features, it's overtly modern and will fit comfortably in the fridge. It works well and fulfils many needs of a contemporary Packaged Brand.

"We have been following this pack form at since its first launch under the Maes brand in The Netherlands and have been impressed, although not wholly, as under our tests and deconstruction the beer is rather foamy and the tap drips after closing off. An easier means of carrying the pack might also help open up the market for the (lighter built) female user, so I suspect there will be some improvements to come but that said, it's a big step forward and what I regard as a game changer in the beer market."

## Recuerdo Wines

A Dual-Hemisphere Wine Partnership Connects Napa Valley with Argentina's Uco Valley

Two of the world's leading wine lifestyle companies have partnered to launch Recuerdo Wines, offering premium Malbec and Torrontes from Argentina's high-altitude Uco Valley to select markets in the U.S. and abroad. Recuerdo Wines made its grand debut at the Los Angeles Food & Wine Festival during a sold-out lunch at Wolfgang Puck's WP24 restaurant. Executive Chef, Sara Johannes, and guest Iron Chef, Masaharu Morimoto, teamed up for an exquisite, four-course culinary experience paired with Recuerdo Wines.

The inaugural 2010 vintage Malbec (\$22 retail) and 2010 Torrontes (\$15 retail) are wines from the prestigious Uco Valley that offer exceptional quality and value. The consulting winemaker for Recuerdo is the extremely accomplished Santiago Achaval who boasts four of the five highest-rated wines in Argentine history, as judged by Wine Spectator, and the highest-rated Argentine wine to date, according to Robert Parker.

The vision for a dual-hemisphere wine label was born after a visit to Argentina by Paul Leary, a Private Vineyard Estate owner. Paul, president of Blackbird Vineyards in Napa Valley, met with The Vines of Mendoza's co-founders: American entrepreneur, Michael Evans, and Argentine winemaker, Pablo Gimenez-Rilli, to discuss a Northern Hemisphere meets Southern Hemisphere project that would showcase the best of Argentina's unique terroir. Months after, they teamed up with the addition of Michael Polenske, founder of Blackbird Vineyards, to form Recuerdo Wines.

"Recuerdo, in Spanish, means memory or memento. While making Recuerdo with Blackbird Vineyards, many memories have been created. Now, enjoying this wine, whether in the Northern Hemisphere or Southern, wine lovers can create their own memories," stated Michael Evans, co-founder of The Vines of Mendoza and Recuerdo Wines.

"Recuerdo Wines embraces life's greatest pleasures: wine, food, travel, friendship, and memories. Fans looking for great wine adventures can partake in exclusive experiences both north and south of the Equator through Ma(j)sonry Napa Valley, Blackbird Vineyards' exclusive tasting gallery in the Napa Valley, and The Vines of Mendoza Tasting Room in Mendoza, Argentina. We are truly excited about this unique partnership and its infinite possibilities," comments co-founder, Paul Leary.



## Southern Comfort Partners with Tabasco Brand for New Fiery Pepper Product

Southern Comfort has announced the launch of Southern Comfort Fiery Pepper, a fierce fusion of Southern Comfort and Tabasco brand pepper sauce.

The new spicy concoction delivers a perfectly balanced mixture of genuine whiskey, and the premium flavors of Southern Comfort, infused with original Tabasco brand pepper sauce. Served as a cold shot or incorporated into a cocktail, Southern Comfort Fiery Pepper finishes off any drink with the perfect amount of heat.

"This partnership between Southern Comfort and Tabasco brand strikes the perfect balance between sweet and heat and brings together two iconic brands for a one-of-a-kind product," said Mark Bacon, VP, Managing Director, Southern Comfort. "Fiery Pepper gives our consumers another unique way to enjoy Southern Comfort that will challenge their senses and fire up the night."

"We're proud to partner with another iconic brand born in Louisiana to create a spicy addition to the classic Southern Comfort line," said Paul McIlhenny, president and CEO of McIlhenny Company, maker of Tabasco brand pepper sauce. "We look forward to a future of fiery cocktails."

Southern Comfort Fiery Pepper is available only in the United States initially with global expansion to follow. Each bottle will be presented at 70 proof with a suggested retail price of \$16.99 for a 750ml bottle.



## Mionetto Debuts Ultra Premium 'Mo' Cuvée Rosé 1887

Mionetto, sparkling wine is to introducing ultra-premium 'MO' Cuvée Rosé 1887. Lavished in its elegant, distinctively styled bottle, 'MO' Cuvée Rosé 1887 pays homage to Mionetto's long history as an extraordinary Prosecco and sparkling wine house since 1887. In 2012, Mionetto will celebrate its 125th year in crafting award-winning quality Prosecco and sparkling wines.

Packaged in a striking 750ml bottle (\$19.99) and distinctive 375mls (\$10.99), Cuvée Rosé 1887 is also available in a limited edition, beautiful 2-bottle 375ml Gift Box, (\$19.99). Cuvée Rosé 1887 will be available on store shelves in early 2012, in time for Valentine's Day.

A sparkling rosé of distinction, 'MO' Cuvée Rosé 1887 is a unique blend of select indigenous Lagrein and Raboso grapes. Rich and persistent on the palate, Cuvée Rosé 1887 has inviting aromas of pink grapefruit, raspberry, and blackcurrant with hint of wild roses.



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# 32 BookReview

# Video

## Moorish Fusion Cuisine: Conquering the New World

By ZOUHAIR ZAIRI



When we hear the term Moor most people think of Shakespeare's tragic hero Othello. But that deeply complicated literary character actually comes from a culture much older than Shakespearean England, a culture that survives today through an array of ingredients we use in everyday cooking.

In his new book *Moorish Fusion Cuisine: Conquering the New World*, (Emerald Book Company; \$38.00/hardcover; ISBN: 978-1-934572-98-6) acclaimed chef Zouhair Zairi (Chef ZZ) combines the traditional recipes and flavors of his Moorish family with a refreshingly new sense of food as a creative venture.

The Moors represent a people of Arab and Berber heritage who settled in Northern Africa, mainly Morocco. The rich Moorish cuisine has inspired the world through the innovative use of spices and ingredients indigenous to North Africa, including olives, almonds, saffron, grapes, pomegranates, and artichokes. Their cuisine incorporated cinnamon, chilies, and other spices traded from as far as China and from other areas that had been visited or conquered by Arabian forces. Their diet could be described as Mediterranean, containing an abundance of ingredients

from their region: fish, shellfish, citrus fruits, aromatic essences, and flowers.

Relying heavily upon memories of his mother's and grandmother's fare in his youth, Chef ZZ's ground-breaking cookbook, *Moorish Fusion Cuisine*, introduces a unique approach to a mouthwatering ancient gastronomy and represents a personal homage to the Moorish cuisine of his homeland.

*Moorish Fusion Cuisine* has been compiled by a Moroccan-born chef and represents authentic Moorish cuisine fused with new elements reflecting Chef ZZ's adopted home of Maui, Hawaii, artfully combined to create fresh new ideas for home cooks everywhere. Few cookbooks on the cuisine of the Moors have been written. Chef ZZ approaches traditional recipes with an eye for lighter ingredients, while never sacrificing Moorish authenticity.

## The Dead Celebrity Cookbook

A Resurrection of Recipes from More Than 145 Stars of Stage and Screen

By FRANK DECARO

For anyone who loves Hollywood memorabilia, is an entertainment junkie, and loves to eat and cook — they will treasure Frank DeCaro's *The Dead Celebrity Cookbook: A Resurrection of Recipes from More Than 145 Stars of Stage and Screen* (HCI Books). Frank compiled favorite recipes from some of Hollywood's biggest names; including Lucille Ball, Elizabeth Taylor, Sonny Bono, Liberace, Michael Jackson, John Denver, Frank Sinatra, Rock Hudson, Humphrey Bogart, and Peter Falk, just to name a few.

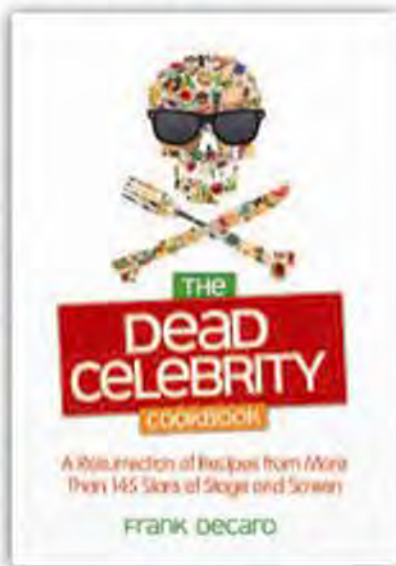
"Celebrities die—eventually—but their recipes live on, thanks to Frank DeCaro's thorough and thoroughly delicious book. DeCaro's dry wit is tasty, and judging from these yummy concoctions, most of these celebs died really happy!" —Michael Musto, Village Voice.

Inspired by a "Dead Celebrity Party" during his college years, DeCaro thought the one thing missing from the event was the food of the dead. Since then, he's been collecting recipes of the stars and lucky for us, he's put them together in, *The Dead Celebrity Cookbook: A Resurrection of Recipes from More Than 145 Stars of Stage and Screen* (HCI Books — \$19.95).

DeCaro, who is best known for his nearly 7-year stint as the movie critic on *The Daily Show* with John Stewart, and now heard weekdays on his own call-in radio show, gives us a giggle while feeding us treats from Tinseltown like: Liberace's Sticky Buns, Mae West's Fruit Compote, John Ritter's Favorite Fudge and Bea Arthur's Vegetarian Breakfast.

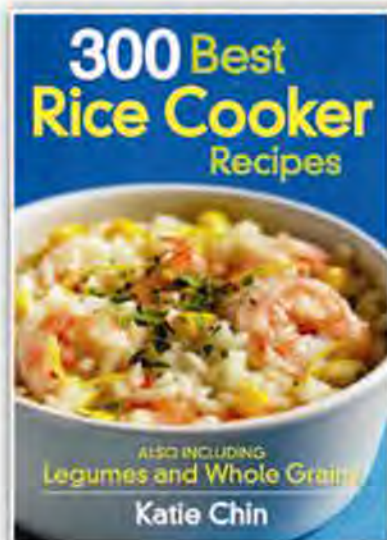
The *Dead Celebrity Cookbook* is here to remind you that before there were celebrity chefs, there were celebrities who fancied themselves as chefs. They were whipping up culinary delights, and sometimes sharing them with us on shows like *Merv Griffin*, *Mike Douglas* or even *Johnny Carson*. DeCaro gives us some entertaining and informative commentary before each section of recipes in chapters that include: "Talk Show Chow," "An All-Night Oscar Buff," and "I Lunch Lucy," a whole section dedicated to the red-haired TV goddess.

Says DeCaro, "I miss those days when celebrities still had mystery about them, and a glimpse inside their radar ranges seemed, for any fan, like a window into the world of glamour and excitement, which is why I put together this book." This book delivers recipes that the stars are dying for you to make.



## 300 Best Rice Cooker Recipes

By KATIE CHIN



When is a rice cooker not a rice cooker? When it becomes one of the most versatile and useful tools in any contemporary cook's kitchen. We all know that you can make perfect rice in a rice cooker, but whole grains and beans are also perfectly suited to it. Discover a collection of recipes for a broad range of grains and legumes, including barley, quinoa, polenta, oatmeal, lentils, black beans and more.

These wonderful recipes, created specifically to be made in a rice cooker, are inspired by flavors from around the corner and around the world. You can prepare everything from breakfast, appetizers and snacks to soups and salads to full meals and side dishes — and even dessert! So if you're in the mood for a hearty stew or paella, a heavenly risotto or some authentic homemade dim sum, look no further than your rice cooker for perfect results every time.

Also included is valuable information on the various types of rice cookers and their features; tips on how to use your rice cooker; and comprehensive guides to the many varieties of rice, grains and legumes, including details on purchasing, storage and cooking techniques, as well as handy cooking charts.

Packed with great meal ideas, easy-to-master methods, helpful tips and ingredient information, this is truly the definitive collection of rice cooker recipes

— a book home cooks will find themselves turning to over and over again.

Katie Chin is the cookbook author, chef, television personality, entertaining and Asian lifestyle expert, food blogger, and spokesperson. She's based in Los Angeles, California.

400 pages/full color / SRP: \$24.95

## The Legacy Collection: Kirk Douglas

Celebrating One of Hollywood's Legendary Family Dynasties

Regaling one of Hollywood's greatest stars of stage and screen and his famous offspring, *The Legacy Collection: Kirk Douglas* hails onto DVD from Inception Media Group.

The handsome, chiseled features and dimpled chin of Kirk Douglas are instantly recognizable. With two Golden Globes and an Academy Award for lifetime achievement, the gravelly voiced star was named one of the 25 greatest male American screen legends of all time by the revered American Film Institute.

Following service in WWII, Kirk found work in radio, theatre and commercials before his big break on Broadway, going on to star in dozens of films and TV shows. With an intense, tough guy, American hero image, Kirk dominated the screen — often opposite the day's top leading ladies — and became a major star of the '40s, '50s and '60s.

Though a celebrated, seven-decade career is a tough act to follow, Kirk's son — two-time Academy Award-winning producer, director and actor, Michael Douglas — has achieved his own fame with a career spanning five decades, cementing the Douglas dynasty. Laughs Kirk, "If I had known Michael was going to be so successful, I would have been much nicer to him when he was young."

Included in this three-disc release are five full-length feature films, including Kirk's debut in *The Strange Love of Martha Ivers* (1946), *My Dear Secretary* (1948), *The Big Trees* (1952), *Catch Me a Spy* (1971) and *The Master Touch* (1972); a rarely seen episode of TV's *The Colgate Comedy Hour* (1952); *The Jack Benny Program: The Jam Session Show* (1954); and a Kirk Douglas biography. BONUS: Original film trailers charting Kirk's and Michael's careers.

The cavalcade of stars featured starring alongside Kirk include Barbara Stanwyck, Dean Martin, Jerry Lewis, Van Heflin, Jack Benny, Eddie Cantor, Fred MacMurray, Dick Powell, Laraine Day, Elizabeth Scott, Keenan Wynn, Rudy Vallee, Trevor Howard, Eve Miller, Helen Walker, Edgar Buchanan, Tom Courtenay and more.

Running Time: Approx. 13 1/2 Hours (Plus Bonus Material)  
SRP: \$24.98

## The Space Between

Out of America's Darkest Day, a Story of Tolerance, Redemption and Hope

Capturing the raw emotion that gripped our nation following 9/11 and powerfully defining the experience through the eyes of an unlikely duo, two strangers are brought together by tragedy and fate in *The Space Between*, coming to DVD from Inception Media Group.

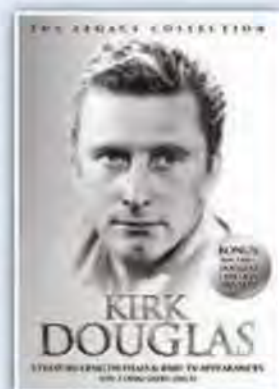
Montine McLeod (Academy Award-winner Melissa Leo, *The Fighter*, *Frozen River*, HBO's *Mildred Pierce* and *Treme*) is a gruff, alcoholic, world-weary flight attendant. Omar Hassan (Anthony Keyvan, ABC's *Lost*, Disney's *iCarly*) is a prematurely wise, 10-year-old Pakistani-American boy, traveling alone.

The two randomly connect amidst the resulting chaos of that 2001 day, stranded by a forced landing in Houston and unable to return home to New York City. Montine intuitively embarks on an unsanctioned cross-country road trip in an effort to help the young Muslim, now unable to reach his father who works in the Tower's top-floor restaurant... and in the process, discovers her own path to redemption.

A moving look at the heartbreak of 9/11 across our nation in the hours and days immediately following the attacks, *The Space Between* reveals our broken humanity, questions stereotypes and defines the commonalities that exist in all of us.

Critically acclaimed and award-winning, *The Space Between* received the Grand Prize for Dramatic Feature at the 2010 Heartland Film Festival, Special Mention for Melissa Leo at the 2010 Tribeca Film Festival and Honorable Mention for director Travis Fine at the 2010 Qjai Film Festival.

Running Time: Approx. 86 Minutes SRP: \$26.98





# Safeway Employees Contribute One Million Volunteer Hours

Safeway Inc. announced that a companywide effort to mobilize its workforce and transform communities resulted in employees volunteering one million hours in 2011.

"The number of hours along with the stories about employees who unselfishly gave their valuable time are inspiring and humbling," said Larree Renda, Safeway Executive Vice President and Chair of the Safeway Foundation.

"Through their generosity, our employees are making a meaningful difference in the communities where they work and live."

While volunteerism has long been part of Safeway's culture, the company launched a more formal volunteer initiative in 2010 designed to build on efforts already underway, and assist those employees who wanted to find the activities and organizations that best suited their interests and talents.

Nonprofits and other community organizations have long praised Safeway employees for their unfailing willingness to lend a hand. Employees from the company's retail, distribution, supply and administrative operations routinely participate in fundraisers, clean-up efforts and a broad range of other volunteer ac-

tivities. Safeway employees are serving as Little League coaches, Scout Masters and food bank volunteers. Others organize neighborhood watch programs and coordinate school fundraisers. Safeway truck drivers have volunteered to transport food and supplies for disaster preparedness organizations. Company lawyers and tax specialists have provided legal assistance to nonprofits and prepared tax filings for senior citizens - all on their own time.

Safeway is a long-time sponsor

of the Muscular Dystrophy Association and holds a companywide fundraiser for the organization annually. The campaign concludes with the MDA Labor Day Telethon when scores of Safeway employees join other volunteers throughout the U.S. to staff phone banks and process donation pledges. More recently, Safeway partnered with Rebuilding Together, the nation's leading nonprofit working to preserve affordable homeownership, to renovate homes and community centers during the month of April. On their own

time, Safeway employees in 10 cities refurbished homes, senior centers and community centers making them more accessible to people with disabilities, and performing major and minor repairs.

Through its Volunteer Initiative, Safeway set out to aggregate these existing volunteer efforts and recognize those employees who volunteered a significant amount of their time to various causes. The company also sought to help employees who were looking for volunteer opportunities. Through a

partnership with Volunteer Match, an organization that provides businesses with Web-based solutions to facilitate and track volunteer engagement at local and national levels, Safeway employees are able to find volunteer opportunities in their communities that meet their specific interests, talents and availability.

Starting in January 2011, Safeway employees logged each hour they volunteered and by the end of the year they logged their one millionth hour.

## TODAY'S GROCER

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## Joan of Arc Conducts "Flavor for All" Contest

DCI Cheese Company has announced "Flavor for All", an exciting new enter-to-win contest sponsored by Joan of Arc, the company's imported French cheese brand. One Grand Prize winner will receive an all-inclusive weekend getaway, to be awarded as a \$2,000 Visa gift card.

In-store shelf talkers with tear pads featuring a coupon for Joan of Arc cheeses can be found in participating retailers throughout the February 1-March 31 contest. Additionally, consumers with smart phones can connect directly to [www.JoanofArcBrie.com](http://www.JoanofArcBrie.com) via the promotional display's QR code to access the online entry form or to view recipes and wine pairings.

Joan of Arc is the oldest trademarked brand of French Brie available in the United States and features a savory, buttery, rich and earthy taste that works well in hors d'oeuvres, appetizers and as a dessert. Joan of Arc also offers other fine French favorites such as Camembert, Coulommiers, Goat Brie, soft Chèvre and Roquefort.

"Joan of Arc cheeses are part of a rich tradition of fine French cheesemaking. The Joan of Arc brand features a wide range of flavorful solutions for entertaining," says Katie Jury, Marketing Manager at DCI. "This provided a very natural segue into a weekend of entertainment for one lucky winner in this contest."

In-store shelf talkers featuring coupons can be found in participating retailers throughout the promotion.



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# Technology

## Forces Shaping The Future of Food Retailing



JOHN SACCOMANNO

By: **JOHN SACCOMANNO**

Retail Technology Marketing Professional  
John.saccomanno@hotmail.com

In my previous column, I mentioned mobile computing as one of the technologies that will have the biggest influence in retail over the next 10 years. Mobile computing is the ability to use computing power away from a specific location and/or connection to a network. The science fiction writer William Gibson once said, "The future is already here – it's just not evenly distributed." He envisioned a world where all information was pooled into an immense repository made up of not a single entity, but rather an endless array of personal computers, servers, and networks spread around the globe. Mobile computing frees up users to access that "cyberspace" at their convenience, whenever and wherever they can, and as such, addresses the distribution inequity cited by William Gibson.

Mobile computing consists of either consumer devices with consumer applications, or associate devices with business applications. There has been much coverage of retailers testing and implementing consumer-facing applications, but not much on how associate mobility can improve a retailer's customer service and operational efficiencies.

The Internet was the first leg of the mobile computing journey. It allows virtual users access to large amounts of data and communication potential. Communications is an essential element of mobility. With-

out the infrastructure of networks, communication properties, protocols, data formats, and technologies that make up the Internet, mobility would not exist.

The second essential element is the mobile hardware. Laptops and PDAs started this mobile hardware journey, but now Smartphones and tablets are gaining appeal.

The third critical element is the practical need, something beyond just entertainment and improved communications. Providing computing power to associates anywhere and anytime is crucial to many industries. Mobile computing is now commonplace in industries where employees are mobile, but it makes sense for any associate working away from an office or desk. Mobility can also be an enabler for improved customer service. Last month when I went to a bank branch office, I was greeted in the lobby by a concierge with a tablet PC. At my bank, mobility allows bank associates to get out from behind a counter to meet and greet customers. The Apple store is an example of a retailer improving customer service through the use of associate mobility.

The fourth essential element to mobile computing is software; software to not only run on the mobile device, but also to interface to various operational systems. A retailer's mobile dashboard showing chain-wide comparative data will need to interface to that store's POS solution and the retailer's host solution. A mobile stock clerk solution would probably need to be interfaced to the retailer's DSD, inventory, order management,

and planogram solutions.

Of these four, software is usually the lagging element. One grocery solution vendor that is not trailing in this area is LOC Software. At their annual Partner Conference in late fall, LOC unveiled their mobile strategy, along with a dizzying array of solution prototypes, to a hungry audience of business partners and resellers.

Often, retail success lies in how fast a retailer can react to new opportunities and identify and resolve issues that occasionally arise. Store associates are a retailer's frontline in identifying and responding to many of these issues. Mobile technology is a means of providing associates timely, accurate, and actionable data. As I mentioned in the previous month's column, "the retail industry is forever changing, good retailers anticipate change, plan for it, and execute." Grocery retailers can take comfort knowing there are solution vendors like LOC Software that not only anticipate market needs, but are delivering solutions that address those needs.

*JOHN SACCOMANNO is a retail technology marketing professional with 34 years of analyzing retail industry trends and issues, and developing strategies that enable businesses to respond positively to the ever changing marketplace. Most recently, John was Industry Marketing Director for the NCR Corporation. At NCR, he had a global responsibility for developing and deploying NCR marketing programs for food, drug and convenience stores, as well as foodservice operations. He may be reached at John.saccomanno@hotmail.com*

### Golden Flake Snack Foods Launches Mobility Solution to Crunch Costs



How do you find an enterprise mobility solution that is designed to increase efficiency, boost morale and cut paper-related costs? Just ask Golden Flake Snack Foods.

The Birmingham, AL-based company with more than 3,000 employees, found such a solution with handheld computers running on the AT&T mobile broadband network and 24/7 live remote support from AT&T Tech Support 360. Placed in the hands of nearly 600 sales representatives, whose job it is to closely monitor retail customers' shelves and keep fresh products stocked, the new devices have improved Golden Flake's ability to be faster, more efficient and accurate in their production and delivery of snack food products.

An AT&T SIM card connected to the AT&T mobile broadband network allows the devices to remote-

ly synchronize with database computers at Golden Flake's headquarters in real time, allowing them to purchase an optimal amount of potatoes and other ingredients while at the same time helping Golden Flake better provision for the freshness of their products on retail shelves.

AT&T also provides Golden Flake with AT&T Tech Support 360, which offers 24/7 live remote support for a myriad of technical issues ranging from printer drivers to Wi-Fi connectivity and a variety of operating systems and hardware.

Golden Flake had previously used a handheld device with a 25K modem, on a network with limited bandwidth. Only 10 to 12 sales representatives could sync their devices at a time and the process took between five and 10 minutes to complete. Upload times had to be scheduled; sometimes as late as 10 p.m.

Device sync time has been reduced to two minutes or less.

In addition to increased speed, efficiency and improved customer service-Golden Flake estimates an anticipated annual savings of \$200,000 due to reduced paper usage.

"Not only are our customers ecstatic that we're heading into the 21st century, but our sales reps are excited about getting a little extra sleep too," said Patty Townsend, CFO of Golden Flake Snack Foods. "These new handheld computers are a positive investment in our company's future and we're already beginning to see the benefits in terms of time and paper saved, in addition to increased employee satisfaction."

### Delhaize America Announces Strategic Actions

Continued from PAGE 1

brand strategy in an additional 600 to 700 stores.

"These actions will continue to solidify our U.S. operations and enable our company to focus on our successful brand strategy repositioning at Food Lion and the expansion of Bottom Dollar Food in new markets," said Ron Hodge, CEO of Delhaize America. "While these were difficult decisions given the impact on our associates, customers and communities, we believe these actions will enable us to better serve our customers in our markets with high density, while positioning the company for future growth."

All affected stores will be closed by mid-February, and store conversions are already underway.

As a result of these actions, approximately 4,900 associates will be displaced. The company is providing severance to eligible associates, and will work with government officials to assist with transition support. Associates have been encouraged to apply for open positions within the company. Most associates working at converted stores will continue to work at these locations.

Delhaize America is closing 113 Food Lion underperforming stores. In addition, the company is converting the Food Lion store in Lake City, FL, to a Harveys store. As a result of these actions, Delhaize America will no longer operate the Food Lion banner in Florida, but will continue operations of its Sweetbay and Harveys banners in the state. The company is increasing its density of Food Lion stores in other states by converting Bloom and Bottom Dollar Food stores to Food Lion, specifically in Maryland, North Carolina and Virginia. After these actions are complete, Food Lion will operate in 10 states and have 1,127 stores.

"Food Lion is focused on repositioning our business for future growth," said Cathy Green Burns, president of Food Lion. "By closing underperforming stores, we will continue to position Food Lion for success, especially in light of our brand strategy results. We are very pleased with the reaction from our customers on the implementation of our new brand strategy work, which includes being recognized as a price leader, making our stores easier to shop, offering the greatest value in private brands and providing fresh produce. However, we also determined the most successful markets for these investments are areas where we have strong store density or high market share. As we move forward with implementing our strategy this year, Food Lion will launch its next market this quarter and expects to be substantially complete by year-end. We look forward to accelerating the Food Lion strategy and bringing the strategy to life in an additional 600 to 700 stores."

Delhaize America is converting 22 Bottom Dollar Food stores in Maryland, North Carolina and Virginia to Food Lion stores, and closing six underperforming stores in North Carolina and Virginia to focus on markets that provide the greatest opportunity for growth for the banner, including Philadelphia, Pittsburgh and Youngstown, Ohio. The Bottom Dollar Food stores being closed or converted are the banner's larger format stores. By making these changes, Bottom Dollar Food will now operate its business with smaller format stores of about 18,000 sq. ft., which have proved to be more successful formats for the banner.

Bottom Dollar Food will open 14 stores in Pittsburgh and Youngstown, Ohio, by the end of the first quarter, and expects to open another 10 to 15 stores by year-end in its new markets. In addition, the company plans to

continue aggressive growth of the banner by adding several hundred Bottom Dollar Food stores in the next five years.

"Bottom Dollar Food is a strong, emerging banner that is continuing to grow and be successful in our new markets," said Meg Ham, president of Bottom Dollar Food. "Customers have been very receptive to our discount-grocer model, which includes a smaller format, the most popular national brands, a wide selection of private brand products, and fresh produce and quality meats at unbelievably low prices. We look forward to continuing to grow and win in our new markets."

After the conversions and store closings are complete, and the additional stores open this quarter, Bottom Dollar Food will have 43 stores in Pennsylvania, New Jersey and Ohio.

The company is retiring the Bloom banner and convert 42 Bloom stores in Virginia and Maryland to Food Lion, as it believe the stores will better meet customer needs through low prices and quality products. In addition, seven underperforming Bloom stores are closing.

The company is closing its distribution center located in Clinton, TN, as a result of the reduced number of Delhaize America stores. However, the company will continue to maintain a transportation facility at this location to support its transportation network. The distribution center operations will discontinue during the first quarter of this year as the company works to scale back operations at this location and transition distribution to other locations, primarily to the company's Elmore, SC, Salisbury, NC, and Dunn, NC, facilities. With the closing of this distribution center, Delhaize America will have 11 distribution centers across its network, while still maintaining additional capacity for future growth.

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# Hospitality

14<sup>th</sup> on the 14<sup>th</sup> —



■ A TASTE OF FRANCE - New York's West Village has a new neighbor, a French neighbor to be more precise. Jeanne and Gaston opened, December 14, at 212 West 14 Street, between 7th and 8th Avenue. (Photos: Emefa Duho)

## JEANNE & GASTON RESTAURANT ON A NEW YORK RUE

New York's West Village has a new neighbor, a French neighbor to be more precise. Jeanne and Gaston opened on Wednesday, December 14, at 212 West 14th Street, between 7th and 8th Avenue. Owner and Maitre Cuisinier de France (France MasterChef), Claude Godard, third generation of chefs, is continuing and keeping a generation's long tradition of Bourguignon style of cooking.

The restaurant is named after his grandparents, Jeanne, his grandmother and Gaston, his grandfather. Jeanne & Gaston, is not a typical French Bistro, the restaurant prepares cuisine that is pleasing to one's palate, showcases an esthetic presentation, and one's money is well spent at this eatery.

"New York City, has a French kitchen, a Burgundy style kitchen. A style of cooking using basic techniques and from Gaston's (my grandfather) recipe book. I wanted to stay true to and preserve the Bourguignon art of cooking, that was passed on from my grandfather to my father, and finally on to me," says Claude Godard.

The designer of Jeanne & Gaston is Pierre Court.

Court has designed other venues, such as the Palace Hotel in NYC and Hôtel Plaza Athénée in Paris. Claude Godard has another establishment in New York City, Madison Bistro, which opened its doors in 1998 and is located on 238 Madison Avenue between 37th and 38th Street.

The ambience of Jeanne & Gaston is inviting, easy on the eyes, with a classic touch. This place seats 54 and has a French and American arrangement to it. Jeanne & Gaston has an à la carte prix fixe menu (3 courses) at \$40. Diners can expect to choose from an array of 12 or more dishes from each course, an option that a typical à la carte does not provide.

Their menu includes an entrée of braised short cooked ribs, Bourguignon style, plat principal, bistro plat consisting of charcuterie and cheese, and for dessert, crepe flambé. Jeanne & Gaston has an eclectic wine list and full bar consisting of Pinot Noir, and Sauvignon Blanc. Diners can order by carafe (by glass) or bottle.

Open Mondays thru Sundays, dinner is served from 4:30 pm to 11 pm. Jeanne & Gaston will begin its brunch service at a future date.



■ The ambience of Jeanne & Gaston is inviting, with a classic touch. The restaurant seats 54 and has a French and American arrangement to it



■ Steak Frites.



■ French Onion Soup.



■ Cheese Board.



■ McIntosh Apple Crumble with Sea Salt and 'Sable' and Milk Jam.



■ Tuna Salad.



■ Grilled Salmon.

# Market of Choice Goes Beyond Organic and Health Food Retailing to Demonstrate Energy Savings

Grocery Chain's Green Mission Includes Air Curtains, LED Lighting and Solar Technology

**K**nowing that natural and organic grocery consumers expect the stores they patronize to maintain sustainable operations, Market of Choice continues growing a green operation that's second to none in the supermarket industry.

Located in a bastion of sustainability awareness in Eugene, OR, the eight-store grocery chain's operational strategy is a supermarket role model of environmental and energy conservation. It employs energy-saving air curtains on front and back doorways, sells power generated from its own 130.0 kW solar photovoltaic (PV) electric rooftop system, and even composts its own food waste. The 32-year-old, family-owned chain is also amidst an ambitious energy-saving light bulb change-out program from overhead



**■ RICK WRIGHT**  
President  
Market of Choice



**■ MARKET OF CHOICE** continues growing a green operation that's second to none in the supermarket industry. This is the company's Willamette Store located at 67 West 29th Avenue in Eugene, OR.



**■ MAIN ENTRANCE AIR CURTAIN** - Most stores use an aesthetic stainless steel Zephyr or MaxAir model air curtain manufactured by Berner International, New Castle, PA, to match the modern interior automatic door entrances.



**■ PRODUCE LIGHTING** - Besides air curtains, another major energy conservation program is Market of Choice's transition from HID and fluorescent light bulbs to more efficient LED lighting in produce sections and reach-in coolers/freezers.



**■ SOLAR PANELS** - Since 2009, Market of Choice has been using 562 rooftop mounted SolarWorld 175-watt photovoltaic solar modules to generate electricity.

high-intensity discharge (HID) and reach-in cooler/freezer fluorescent light bulbs to LED lighting.

Since 2008 when both check-out employees and customers were feeling chilled from westerly wind drafts through the front door at Market of Choice's Willamette Street store, air curtains have been installed on seven of eight stores' front end and shipping doors. Originally aimed at indoor air comfort, the stores have since experienced additional air curtain benefits of increased energy savings and flying insect infiltration reduction.

Most stores use an aesthetic stainless steel Zephyr or MaxAir model air curtain manufactured by Berner International, New Castle, PA, to match the modern interior automatic door entrances. The air curtains are activated by a limit switch triggered when the door opens and deactivated on a five-second delay setting via Berner's digital, programmable Intelliswitch™ controller. Air curtain technology draws interior air from the facility and discharges it through field-adjustable (+/-20 degree) linear nozzles that "seal" the doorway with a non-turbulent air stream that meets the floor approximately at the threshold of the door opening. A properly-sized and AM-CA-certified (Air Movement & Control Association, Arlington Heights, IL) air curtain can contain approximately 70 to 80-percent of that air and return it to the space. Because the air curtain discharges air at velocities generally in the range from



**■ FREEZER DOOR NEW LIGHTS** - Market of Choice typically uses energy-efficient refrigerated cases by Hill Phoenix, Conyers, GA, with fluorescent lighting.

1,000 to 3,000 ft/min., it effectively prevents outside air and flying insect infiltration.

Air curtain payback ranges from one to two years and depends heavily on periodic checks for proper air flow performance. Store managers are trained by installing electrical contractor, Revolution Electric, Eugene, to clean reusable filters and adjust the air curtain's 10-speed fan to suit patrons and weather conditions. Revolution Electric President, Jared Olsen also checks the air discharge and directional vanes for proper airflow velocity, volume and uniformity, whenever working on other electrical issues in a store.

Air curtains are critical to Market of Choice stores, according to Olsen, because their front entrances are cost-effectively designed with automatic sliding doors versus expensive and space consuming vestibules.

Besides air curtains, another major energy conservation program is Market of Choice's transition from HID and fluorescent light bulbs to more efficient LED lighting in produce sections and reach-in coolers/freezers. Market of Choice typically uses energy-efficient refrigerated cases by Hill Phoenix, Conyers, GA, with fluorescent lighting. The program replaces conventional bulbs with drop-in LED bulbs that use half the wattage, but offer equal or better luminance. For example, five-door reach-in refrigerated cases are amidst retrofits with six 24-watt LED light bulbs.

Since 2009, Market of Choice has been using 562 rooftop mounted SolarWorld, Hillsboro, CA, 175-watt photovoltaic solar modules to generate electricity. A PV power inverter by Power-One, Bend, OR, con-

nects the 130.0 kW DC system to the electric grid. Market of Choice sells the power to Oregon's largest customer-owned utility, Eugene Water & Electric Board (EWEB), which pays .12/kWh on the 10-year contract. Market of Choice prominently displays the solar effort on its www.marketofchoice.com website in the form of simulated electric meters, provided by Deck Monitoring, Portland, OR, that shows ongoing daily solar power generation statistics. Over the lifecycle of the solar system, it will save 2,800-tons of CO2 emissions (versus fossil fuel-based electric generation) and save 291,000-gallons of gasoline or 8,400 trees.

Market of Choice's corporate offices are also using solar lighting generated from solar tracking skylights. A monitor/control system adds lumens of artificial light when solar lighting isn't sufficient near dusk, dawn or on overcast days.

Customers appreciate Market of Choice's sustainability efforts, which is demonstrated in the fact the chain has remained a very popular and profitable retailer throughout the recession.



**■ PRODUCE AIR CURTAINS** - Air curtains are critical to Market of Choice stores because their front entrances are cost-effectively designed with automatic sliding doors versus expensive and space consuming vestibules.

# 38 People Places & Things

## Bruno's and Food World Collect Food During One Day Food Drive

Bruno's and Food World along with Fox 6, the Mobile Press Register and Clear Channel Mobile recently hosted the Second Annual Family to Family One-Day Food Drive. During the event, enough non-perishable food items were donated to feed over 2,800 families of four. The food drive was held at 5 participating locations in Alabama; Bruno's in Hoover, Tuscaloosa and Mobile and Food World in Rainbow City and Mobile. Fox 6 was live throughout the day at the 3 Central Alabama locations, challenging each city against the other in a friendly competition to see which community could receive the most donations. In Mobile, Clear Channel Radio and the Mobile Press Register ran radio and newspaper ads the week of the event to get the word out as well as supplied signage and volunteers.

Money, non-perishable food items and even baby formula were donated throughout the day. Most of the donations came in the form of pre-packaged bags that contained enough food to feed a family of four for only five dollars. The residents of each location showed tremendous support for the event with most of the donations coming in as multiple bags at a time. It was a common sight throughout the event to have someone pull up and purchase 5-10 bags at a time and load in the back of a semi-trailer that was parked outside the store.



■ Bruno's and Food World along with Fox 6, the Mobile Press Register and Clear Channel Mobile recently hosted the Second Annual Family to Family One-Day Food Drive.



Donations collected in Mobile went to support the Bay Area Food Bank and the Prodissee Pantry while the Food in Central Alabama went to support the Community Food Bank of Central Alabama, the West Alabama Food Bank and the Etowah County Food Bank. Bruno's and Food World made additional donations of \$15,000 to the Community Food Bank of Central Alabama as well as \$7,500 each to the Bay Area Food Bank and Prodissee Pantry.

This effort came as part of the Family-to-Family Food Drive in all 57 Southern Family Market locations. Between November 1st through December 24th, stores collection non-perishable foods to stock the area food banks.

Southern Family Markets is comprised of all Bruno's, Food World and Southern Family Markets locations, as well as select Piggly Wiggly stores in Mississippi, Georgia and in North and South Alabama.



■ JUST BORN Top Brokers include: David Bayha, David Yale, Lawrance Fineburg, Dean Valento, Randy Ehrhart, Walt Freed, Tom McGraw, Steve Bosley, David Shaffer, Ross Born and Robert Bolliger.

## Just Born Recognizes Broker Top Performers

Candy-maker Just Born, Inc., has announced its top performing Broker Partners for Fiscal Year F'11. The company distributes these awards each year at the NACS (National Association of Convenience Stores) Convention, which took place in Chicago, Illinois last October.

Golick-Martins, Inc. based in Englewood Cliffs, NJ, was recognized as the "Eastern Region Broker of the Year." Golick-Martins, Inc. covers Metropolitan New York and the Northern New Jersey Market for the Eastern Region.

Mueller-Yurgae Associates based in Omaha, NE, was recognized as the "Central Region Broker of the Year." Mueller-Yurgae Associates covers Iowa and Nebraska markets for the Central Region.

Just Born's Top "National Broker of the Year" Winner was awarded to the Kahler-Senders Group. Based in Portland, OR, the Kahler-Senders Group covers the states of Washington and Oregon. The award was presented to Walt Freed (President) and Randy Ehrhart (Account Representative for Just Born). Additional sales personnel present for the event included Tom McGraw, Dean Valento, Rick Hanan and Steve Bosley.

Lawrance Fineburg, V.P. of Sales at Just Born, commented, "Just Born's success has been derived from three main sources — the company's delicious, iconic candy brands, our hard working, dedicated associates and a continuously growing network of incredible industry partnerships. Golick-Martins, Inc., Mueller-Yurgae Associates and Kahler-Senders Group are illustrative of the quality organizations and people with whom Just Born has built our reputation. We look forward to our continued, sweet alliance!"

## The Fresh Market Names Sean Crane as COO

The Fresh Market, Inc. has announced the promotion of Sean Crane to Executive Vice-President and Chief Operating Officer. Crane will continue to report directly to Craig Carlock, President and CEO. In his new role, Crane will be responsible for The Fresh Market's store operations, merchandising, and marketing functions. He was most recently, The Fresh Market's Senior Vice-President — Store Operations.

"We are excited about Sean's promotion and his expanded leadership role. In a variety of positions and for over eleven years, Sean has contributed handsomely to our growth and our operating performance. He brings a tremendous understanding of our concept and values to this new position," Carlock commented.

Crane has more than twenty years of diverse retail experience. He joined The Fresh Market in 2000 as Corporate Controller, subsequently served as Senior Vice President - Real Estate and Development, and for the last five years, served as Senior Vice President - Store Operations.



■ CHECK PRESENTATION — District Manager, Keith McCarty (left) and Bruno's Spanish Fort Store Manager, John Fallos (right) present a check for \$7,500, to Deann Servos, Director of Prodissee Pantry.



■ District Manager Keith McCarty (right) and Rusty Smyth, Store Manager at Bruno's off University Blvd. in Mobile (right) present a check in the amount of \$7,500, to David Reaney, Executive Director of the Bay Area Food Bank.

## United Supermarkets Host Holiday Food Drives

United Supermarkets, Market Street and Amigos United stores in the Lubbock, Abilene and Amarillo, and Wichita Falls, held areas are hosting food drives with proceeds benefiting local food banks. Food and monetary donations were accepted during this community-wide effort, which provides hunger relief for families in local communities during the holiday season.

"A new study released by Feeding America finds that many Americans chronically depend on food pantries and other charitable food services to feed themselves and their families," said Chris James, regional vice president of United Supermarkets, LLC. "Our ongoing partnership with local food banks is a natural extension of our company's mission."

During the drive, store guests could drop their donations of nonperishable food at any participating United Supermarkets, Market Street or Amigos United location, or simply add a cash donation of at least \$1 to their purchase during checkout.

In total, over \$100,000 was raised, including \$40,000 in corporate donations from United, which will benefit food banks in the areas served.



■ UNITED HOLIDAY FOOD DRIVE - Donated items included: canned products, such as meat, tuna, soup, fruit, juice and vegetables, and dry products, such as rice, macaroni and cheese, instant potatoes, cereal and peanut butter.



■ U CAN SHARE Food Drive participants in action at the Lubbock, TX store.



■ SOUTH PLAINS FOOD BANK was awarded \$7,500.00 resulting from the 29th annual U Can Share Food Drive.



STOP & SHOP associates recently visited Dana-Farber Cancer Institute to present a check for \$2.5 million from their 21st annual Triple Winner Game. The funds support the Stop & Shop Family Pediatric Brain Tumor Clinic at Dana-Farber, the most comprehensive research and care center for pediatric brain tumor patients in the United States. From April 15 - July 14, Stop & Shop customers contributed \$1 to the Jimmy Fund and received a Triple Winner scratch ticket to be awarded store products, coupons, gift cards, or cash prizes up to \$10,000. Stop & Shop, in partnership with the Boston Red Sox, has raised more than \$52 million through the Triple Winner Game.

Pictured (left to right) are: Joel Boone, Director of HR, Stop & Shop New England Division; Norm Haberl, V.P. Distribution, Stop & Shop New England Division; Mark McCowan, President, Stop & Shop New England Division; Dr. Mark Kieran, Medical Director, Pediatric Neuro-Oncology, Dana-Farber Cancer Institute; Jim Murphy, Regional V.P., Stop & Shop New England Division and Suzanne Fountain, Assistant VP, Director, The Jimmy Fund.



## ShopRite Donates to Westchester Disabled On the Move

Bayardo Villegas, Store Director, and Tom Urtz, Vice President of Human Resources and Community Affairs of ShopRite Supermarkets, Inc., present Mel Tanzman, Executive Director, Gail Cohn, board President, Sandra Dolman, board member and Claudia R. Slater, Director of Development and Public Affairs of Westchester Disabled on the Move, Inc., with a check for \$7,000 in support of its Independence in our Community program. ShopRite helped raise awareness and collected donations at registers at its Tuckahoe Road store in Westchester over a two week period in December.

## Guest Editorial

# Eight "Be-Attitudes" of Holding People Accountable

By: **BOB WHIPPLE**, MBA, CPLP



A frequent refrain of top managers is "we need to do a better job of holding people accountable." Accountability seems to be the mantra for organizational get-well programs these days. One can agree with this in part, and yet there is an aspect of accountability that feels like a cop-out.

The key to leadership is to create an environment whereby people do the best they can because they want to do it. When employees know it is clearly in their best interest to give their maximum discretionary effort to the organization, managers don't have to crack the whip as often. Imagine working in an environment where people do the right things not because they are expected, but because it is in their best interest. In that atmosphere, holding people accountable would nearly always be a positive occurrence rather than negative. How refreshing!

It is the actions, attitudes, and intentions of leaders, not the rank and file, that make the environment of either reinforcement or punishment the habitual medication for individual performance issues. Let's examine 8 attitudes or behaviors of leaders that can foster a culture where holding people accountable is a precursor to a feeling of celebration instead of a sentence to the dungeon.

**1. Be Clear About Your Expectations.** It happens every day. The boss says, "You did not file the documents correctly by client; you totally messed up." Then, the assistant says, "You never told me to file them by client, so I used my initiative and filed them by date because that is what they taught us in Record Retention." Holding people accountable when the instructions are vague is like scolding an untethered horse for wandering off the path to eat grass.

**2. Be Sure Of Your Facts.** A manager learned this painful lesson early in his career. He gave his administrative as-

istant a letter to type for a customer. When he got it back, the letter was full of obvious errors. He immediately held her accountable for the sloppy work and called her into a conference room to let her know of his disappointment. When he told her about the errors, she said, "Well if you had taken the time to notice the initials on the bottom of the letter, you would have seen that I farmed that work out to Alice because I was busy with other things. I did not type that letter." Gulp. The manager tried to cover with, "I am glad, because your work is usually higher quality than that," but the irrevocable damage had been done. If you are going to accuse someone of sloppy work, make sure it was done by that person.

**3. Be Timely.** If there is an issue with performance versus stated expectations, bring the matter up immediately. If you wait for a couple days before trying to bring up the issue, it just tends to cloud and confuse the person who did not meet expectations. If a boss says, "You did not answer the phone in the proper way last week," how is the employee supposed to even remember the incident?

**4. Be Kind.** Always apply the Golden Rule liberally. If you had a lapse in performance, justified or not, how would you want to get the information? Keep in mind that some people are more defensive than others, so if you like your feedback "straight from the shoulder," tone it down when dealing with a particularly sensitive individual.

**5. Be Consistent.** If you are a stickler for certain behaviors, make sure you apply the discipline consistently. Coming down hard on Mike for being late for work can seem unfair if you habitually let Mary waltz in 45 minutes after the start of the shift. Always avoid the appearance of playing favorites. Recognize that, as a human being, you do have differences in your attitudes toward people, but when holding people accountable, you must apply the same standards across the board.

**6. Be Discrete.** Embarrassing a person in public will create a black mark that will live for a long time. If there is an issue of performance, share the matter with the individual privately and in a way that upholds the dignity of the person. This issue also refers to the Golden Rule.

**7. Be Gracious.** Forgiving a person who has failed to deliver on expectations is sometimes a way to set up better performance in the future. Get help for individuals who need training or behavior modification. A leader needs to be mindful of his or her personal contribution to the problem through past actions, like not dealing with a problem when it is small. If the current infraction is a habitual problem or one born out of laziness, greed, or revenge, then stronger measures are needed. People cannot be allowed to continually fail to meet expectations. The corrective measures will be based on the severity and longevity of the problem. One caveat: gracious behavior cannot be faked, so be sure you are calm and have dealt with your own emotions before speaking to the employee.

**8. Be Balanced.** This is an incredibly important concept. There is nothing written on a stone tablet that says all forms of accountability must be negative. In fact, most people love it when someone holds them accountable for all the wonderful things they have done along the way. If we view accountability as both a positive and a corrective concept, then we can remove much of the stigma associated with the word. When we hear a top manager say, "We need to hold our people accountable," it means negative feedback in most cases. This is an easy thing to change by simply modifying our pattern of feedback.

Holding people accountable is a great concept if it is used in a consistent, kind, and thoughtful way. Try changing the notion of accountability in your work area to incorporate the 8 "Be-Attitudes" above, and you will see a significant improvement in your culture.

### ABOUT THE AUTHOR

**BOB WHIPPLE** is CEO of Leadergrow, Inc. an organization dedicated to growing leaders. He is author of the following books: *The Trust Factor: Advanced Leadership for Professionals*, *Understanding E-Body Language: Building Trust Online*, and *Leading with Trust is Like Sailing Downwind*. He can be reached at [bwhipple@leadergrow.com](mailto:bwhipple@leadergrow.com), tel: (585)-392-7763, or through his website, [leadergrow.com](http://leadergrow.com) or blog, [thetrustambassador.com](http://thetrustambassador.com).

## Ground Lease Sale Completed for ALDI Building in Chicago

Mid-America Real Estate Corporation's Net Lease Investment Group recently announced the \$1.8 million sale of a triple net ground lease for a new 16,750 sq. ft. freestanding Aldi building in Chicago's south side Chatham community. The buyer is a private California investor.

According to Mid-America broker Bill Wright, whose firm was the exclusive representative for the seller, an affiliate of Chicago-based Monroe Investment Partners LLC, this transaction is another example of private investors putting their money into "hands-off" net leased retail properties that require no landlord maintenance. "This deal continues the trend of West Coast private capital seeking investment in solid "core" Midwestern markets," he says, "and this ground lease is a perfect example of what they're looking for here." Terms of the lease include a rent increase of 10% every five years, with 18+ years remaining on the initial term.

The Aldo building was constructed in 2011, and is located at 8500 South Holland Road, at



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the southwest corner of West 85th Street and South Holland Road in Chicago. The building is situated within the 50-acre Chatham Market retail development, which consists of approximately 360,000 sq. ft. of new and proposed gross leasable retail space anchored by Lowe's.

According to Wright, additional anchor draw will be provided by Chicago's first and only Walmart Supercenter (158,215 sq. ft.), which is currently under construction and expected to open

soon. "There is also a freestanding Walmart Express at the north end of the development that opened in July 2011," he says. "This is the first of four Express concept stores planned to open in Chicago in the next year, and Walmart's decision to open both a Supercenter and Express store in Chatham Market demonstrates the significant demand for low-cost retailers in this area, which will also benefit Aldi." The Supercenter is located directly to the north of the Aldi site.

## Food Lion Associates and Customers Raise

## Over \$4.2 Million for Children's Miracle Network Hospitals

Food Lion associates and customers raised more than \$4.2 million for Children's Miracle Network Hospitals during the company's 2011 campaign, representing a 43 percent increase over the previous year.

"Our associates and customers have done a wonderful job this year in raising much-needed funds - one dollar at a time - to help support research and treatment at children's hospitals," said Food Lion President Cathy Green Burns. "This organization makes a tremendous difference in our communities.

At Food Lion, we are passionate about children's health and wellness issues, and we are fortunate to have partnered with this incredible organization for the past 20 years."

CMN Hospitals recently recognized Food Lion during its annual celebration in Orlando, FL, as the top grocery store chain for funds raised this year.

"Our partners at Food Lion are prime examples of how every dollar can make a difference," said John Lauck, CEO of Children's Miracle Network Hospitals.



## Sorpréndelos con algo tan saludable como sabroso

Nada más sano y fácil de preparar que esta ensalada. Los frijoles o habichuelas son una gran fuente de proteína y fibra que te ayudan a reducir el colesterol.

### Ensalada de Frijoles

Rinde 8 porciones Tiempo de preparación: 10 min. Tiempo total: 15 min.

#### Ingredientes

Ensalada:  
 1 lata (15.5 oz) de Frijol Carita GOYA® escurridos y enjuaguados  
 1 lata (15.5 oz) de Garbanzos GOYA® escurridos y enjuaguados  
 1 lata (15.5 oz) de Habichuelas Coloradas GOYA® escurridos y enjuaguados  
 1 pepino mediano, pelado, sin semillas y picado (2 tazas)  
 1 pimiento rojo, sin semillas y finamente picado (aproximadamente 1 taza)  
 2 cdas. de cilantro fresco picado finamente  
 Aderezo:  
 3 cdas. de Vinagre de Vino Tinto GOYA®  
 2 sobres de Aderezo para Ensaladas y Vegetales GOYA®  
 1 cda. de Jugo de Limón GOYA®  
 1/2 taza de Aceite de Oliva Extra Virgen GOYA®

#### Instrucciones

1. En un recipiente grande de servir, mezcla los frijoles carita, los garbanzos, las habichuelas coloradas, los pepinos, los pimientos y el cilantro.
2. En un tazón pequeño, mezcla el vinagre, el aderezo para ensaladas y vegetales y el jugo de limón. Poco a poco añade el aceite de oliva, revolviendo constantemente, hasta que se mezclen. Vierte el aderezo sobre la mezcla de frijoles. Revuelve bien para que se mezclen por completo.



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