

# TODAY'S GROCER

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## Sprouts Farmers Market and Sunflower to Join Forces

Sprouts Farmers Market and Sunflower Farmers Market, two independent natural food store chains, have announced the execution of a definitive agreement to merge. The combined company will operate 139 stores under the Sprouts Farmers Market name and will have approximately 10,000 employees. The transaction is expected to close in the second quarter of 2012.

The addition of Sunflower's 35 stores expands Sprouts' geographic footprint to Nevada, Utah, New Mexico and Oklahoma and further extends its presence in California, Arizona, Colorado and Texas. Overall, the combined company plans to open up to 13 new stores during 2012. It is currently expected that all of the Sunflower stores will be re-branded under the Sprouts banner by the end of 2012. The combined company will be a prominent player in the Western United States retail food industry, with pro-

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## BI-LO and Winn-Dixie Complete Merger



**RANDALL ONSTEAD**

BI-LO, LLC and Winn-Dixie Stores, Inc. have successfully completed their merger following approval of the transaction by Winn-Dixie shareholders on March 9. All Winn-Dixie stockholders will be eligible to re-

ceive \$9.50 per share in cash for each share of common stock held, for a total purchase price of \$560 million.

As a result of the merger, BI-LO and Winn-Dixie are now subsidiaries of the privately-held parent company, BI-LO Holding, which is the ninth-largest supermarket chain in the United States with 688 grocery stores and 63,000 team members in eight states throughout the southeast. BI-LO and Winn-Dixie will continue to operate under the

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**New in Town**

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■ **REMAINING OPEN** – Albertsons Store #4319 at the intersection of East Commercial Blvd. & Dixie Highway in Oakland Park is one of four high-volume Florida stores that will remain open. Others remaining in operation are two stores in Clearwater and a store in Altamonte Springs.

## Albertsons Closing 13 Florida Stores

### Plant City Distribution Center Closing

Albertsons LLC has announced its decision to close 13 of its Florida stores and its limited-line Plant City Distribution Center. The company made the strategic decision to focus its Florida business on its healthiest stores.

Approximately 1,100 employees are currently employed at all of the locations. It's too soon to know how many will actually be displaced. The company has extended associates the opportunity to look for positions in other states where it has stores, given that Florida has limited transfer possibilities.

All but Key West are having a liquidation sale beginning May 9 and expect to close around June 9. The Key West store began its liquidation sale on April 11 and will close April 28. It has been sold to Publix Super Markets.

The going-forward stores will be serviced by a com-

bination of DSD vendors and also a service agreement with SUPERVALU's distribution centers. A list of the closing stores includes:

Closing Stores: Store #4376 – Tusawilla & Red Bug Lake (Winter Springs); Store #4463 – Apopka – Vineland & Conroy (Orlando); Store #4485 – Key West; Store #4346 – Venice; Store #4353 – Casselberry (Longwood); Store #4354 – Manatee & 75th (Bradenton); Store #4357 – Vero Beach; Store #4359 – Piedmont – Wekiva & S.R. 436 (Apopka); Store #4363 – Lake Mary; Store #4436 – Lithia – Pinecrest & Bloomingdale (Valrico); Store #4465 – Lockwood Ridge & University (Sarasota); Store #4466 – St. Lucie West (Port Saint Lucie); and Store #4498 – Rock Springs & Welch (Apopka).

Stores that will remain open include: Store #4301 Gulf-to-Bay & Belcher and Store # 2170 Gulf-to-Bay in Clearwater; Store #4304 503 E. Altamonte Drive in Altamonte Springs, and Store #4319 located at 950 East Commercial Boulevard in Oakland Park.

### Key West Store Sold to Publix

## Nash Finch Buying Bag 'N Save Supermarkets

Nash Finch Company, a Minneapolis-based food distributor, announced that U Save Foods, Inc., a Nash Finch wholly-owned subsidiary, has entered into an agreement to purchase the Bag 'N Save supermarkets located in Omaha and York, Nebraska. A family-owned business with roots in the grocery business in Omaha going back to the early 1940's, Bag 'N Save was founded as a company in 1981.

"While the decision to sell the stores was a difficult one, we believe that there are many benefits for our employee associates, local suppliers, and the community at

large," commented Leon Shrago, owner of Bag 'N Save. "With Nash Finch's dedication towards assisting family-owned businesses, we believe they are the best fit as the new owners of Bag 'N Save. And our customers can look forward to a seamless change since the same friendly faces everyone is so familiar with will continue to serve our customers in the stores. The stores will continue to be supplied by the Nash Finch distribution center located right here in Omaha." Continuing, Shrago concluded, "I want to thank all of our devoted employees for their efforts in serving our customers, local and re-

gional suppliers, and of course, our loyal shoppers for choosing Bag 'N Save. We are confident that Nash Finch, as the new owner has recognized these important relationships and will continue to serve the community with high standards we have striven to reach in the past 30 years."

Alec Covington, Nash Finch President and CEO added, "It is exciting for us to own the Bag 'N Save stores and to continue the Shragos' longstanding tradition of outstanding customer service. We look forward to welcoming Bag 'N Save employees to the Nash Finch family."

## Allens Inc. Announces Strategic Repositioning, Plans for Growth

Allens, Inc., a U.S.-based vegetable leader, has announced plans to strategically reposition its brand for growth by selling four of its six frozen vegetable operations to The Bonduelle Group. The transaction will allow the Allens organization to focus intently in the future on its core competencies: canned and Southern-style frozen vegetables. The transaction is structured as an asset purchase and concerns operations and a total of approximately 400 permanent employees of plants in the Bergen, New York; Oakfield, New York; Brockport, New York; and Fairwater, Wisconsin areas. The purchase includes the Chill Ripe brand and the frozen Garden Classics brand, as well as a license to use certain brand names owned by Allens in the frozen business for a limited transitional period.

As part of its renewed commitment to the canned and Southern-style frozen vegetable category, Allens will continue to own and operate its two Montezuma, Georgia facilities following the transaction, which specialize in frozen breaded vegetable products and Southern-style frozen vegetables.

"We're excited to put a renewed focus on the core of our business and the market segments we are most passionate about," shares Rick Allen, President and CEO of Allens, Inc. "With this renewed concentration, we anticipate greater growth, more innovation and even better customer service and product quality. We're excited about what this will mean to the marketplace and to our cus-

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■ On March 23, the 86th China National Food, Wine & Spirits Fair, called the largest expo in China, is grandly opened in Chengdu, China's celebrated city for exhibitions and meetings. (PRNewsFoto/Wine & Spirits Fair Organizer)

## 86th China National Food, Wine & Spirits Fair Held in Chengdu

On March 23, the 86th China National Food, Wine & Spirits Fair, sponsored by China National Sugar and Alcohol Group Corp. and the People's Government of Chengdu Municipality, opened in Chengdu, China's Celebrated City for Exhibitions and Meetings.

The Food, Wine & Spirits Fair is the largest platform connecting production and marketing of wine and food industries in China. After development of more than half a century, the Food, Wine & Spirits Fair has become a famous fair at home and abroad, with an exhibition area of over 100,000 square meters, more than 3,000 participating enterprises and volume of transaction approaching RMB20 billion. The reason why Chengdu is the city that hosts the Food, Wine & Spirits Fair is that Chengdu takes the lead in the central and western China in terms of economic strength and has the continuously optimized environment for holding exhibitions and fairs.

China National Sugar and Alcohol Group Corp. will, together with the People's Government of Chengdu Municipality, give full play to advantages in strong alliance to push the Food, Wine & Spirits Fair toward more standardized, specialized and internationalized development and to functions of Food, Wine & Spirits as serving industry development, local economy and social development so as to boost Chengdu in building the core economic growth terminal of western China and building into an open-type zone center and an international city.

### Food City Executive

## Barbara Thomas Named WGA 'Woman of the Year'

Barbara Thomas, Director of Training for Food City's retail supermarket chain was recently selected as 2012 Woman of the Year by Women Grocers of America. WGA serves as an information and advisory arm to the National Grocers Association. The Woman of the Year Award recognizes an individual who exemplifies a true spirit of community service and leadership contributions impacting the success of her company and overall well-being of the grocery industry.

"Barbara is dedicated to Food City and its associates," says Steven C. Smith, Food City president and chief executive officer. "Her caring and compassionate nature, combined with her strong desire to help others succeed have earned her the title of one of the most respected authorities within our company. She is a true mentor and shining example to her friends, family and most certainly her colleagues, co-workers and our entire team of Food City associates."

Thomas began her career with the company (then a 10-store Piggly Wiggly chain) in 1974, working as a cashier while attending Grundy



■ BARBARA THOMAS

High School. She continued to work summers and weekends while obtaining her teaching degree from East Tennessee State University. In 1979, Jack Smith, the company's beloved founder hand selected Thomas to head up their new training program. She began by developing a training program and manual for the cashiers and courtesy clerks. Other departments were soon added as Thomas worked at

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

Pedro Penton  
Publisher  
Dennis Kane  
Editor  
Ivonne Cutie  
Asst. to the Editor  
Leo Morell  
Graphic Designer



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# 4 Meat

## Quirch Foods to Distribute Premium Certified Angus Beef Brand

### Launch Program Guides New Marketing Partnership

Quirch Foods is introducing the best Angus beef to its customers. The international distributor will offer the Certified Angus Beef® brand with 10 specifications ensuring its selections are a cut above USDA Prime, Choice and Select beef.

The focus of Quirch Foods, founded in 1967 and family-owned and operated for three generations, is servicing independent retailers across the Southeast United States and Puerto Rico. Quirch Foods also exports products to customers in the Caribbean, Central America and South America. In addition, it services foodservice customers, including cruise lines and wholesalers. Eighty percent of its customer base is Hispanic- or minority-owned.

The Certified Angus Beef brand will complement Quirch's own portfolio of brands that include Panamei Seafood, KikiriQuirch and Mambo,

offering customers the opportunity to purchase premium beef as well. A full range of cuts, including rounds and chucks, thin meats, middle meats and grinds, will be available.

"We're pleased to welcome Quirch Foods to the Certified Angus Beef brand family," said Maggie O'Quinn, Executive Account Manager for Certified Angus Beef LLC in Latin America and the Caribbean. "The company has identified new retail opportunities for our brand in Central and South America, as well as among Hispanic retailers in Florida. With Quirch as a licensed exporter, our brand is positioned for growth in new and emerging international markets."

Over eighty-five Quirch sales and marketing team members joined with executive from Certified Angus Beef, April 16, at the Quirch headquarters in Miami, Florida for the formal launch of the Certified Angus Beef/Quirch program. Attending from Certified Angus Beef in addition to Maggie O'Quinn were, Mark Polzer, Vice President of Business Development, Certified Angus Beef LLC, Randy Whittemore, Executive



Frank Grande, Quirch V.P. of Sales, rolls out the Certified Angus Beef® program during the Quirch Foods/CAB event.

Account Manager, and Marketing manager, Heather Hays. They presented a formal program to those in attendance detailing the Certified Angus Beef Brand from ranch to table and discussed how the brand is guided by dedicated ranchers. Video highlights were presented about the factors affecting beef palatability and how to meet and exceed customers' expectations for a great steak every time.

Adding the Certified Angus Beef brand presents a unique opportunity for Quirch Foods to deliver on its mission: to exceed its customers' expectations by delivering excellent customer service, quality products at competitive prices, and an unrivaled product selection. The Quirch Foods team notes is very excited to begin offering the brand to its customers and looks forward to continue delivering consistently high quality products.

Established as a distributor and exporter of meat and seafood in South Florida and the Caribbean, Quirch Foods has since become one of the largest suppliers of fresh and frozen foods in the southeastern United States and the Americas. Its thousands of customers include independent grocers, chain supermarkets, foodservice distributors, cruise lines, restaurants and food processors/manufacturers. The company is headquartered in Miami, with additional offices and distribution facilities in Orlando, Atlanta, and Puerto Rico—a combined 600,000 square feet of refrigerated inventory and fleet of more than 200 refrigerated trucks.



Randy Whittemore (Executive Account Manager, CAB) and Mark Polzer (V.P., Business Development, CAB) join Bill Quirch, Jorge Roza (Marketing Manager) Eduardo Quirch (Business Development), Anthony Schneider (Purchasing), Ignacio Quirch, and Frank Grande (V.P. of Sales) during the launch of the Certified Angus Beef program at Quirch Foods.



Eduardo Quirch (Business Development, Quirch), Fernando Muñoz (Purchasing), Randy Whittemore (Executive Account Manager, CAB) and Anthony Schneider (Purchasing).



Maggie O'Quinn, Certified Angus Beef joined by Ignacio Quirch and the Quirch Foods Marketing team during the Quirch Foods launch of the Certified Angus Beef program. Pictured (left to right): Ignacio Quirch (V.P. of Operations) Maggie O'Quinn (Executive Account Manager CAB), Giovanni Ciardelli (Export Sales), Susana Illera (Packaging Manager), Richard De La Torre (National Accounts Sales Manager), Sumei Hageman (Marketing Coordinator), Lori Marcelino, (Communications Coordinator) Jorge Roza (Marketing Manager), Emmanuel Berrido (Graphic Designer), and Eduardo Quirch (Business Development).

## Meat Temperature Magnet Honored

Meat	Temperature	Notes
Beef (steak, roasts, chops, steaks)	130-145°F (55-60°C)	USDA Minimum 145°F (63°C)
Beef (ground)	160°F (71°C)	USDA Minimum 160°F (71°C)
Pork (loin, chops, ribs, shoulder)	145°F (63°C)	USDA Minimum 145°F (63°C)
Pork (ham)	145°F (63°C)	USDA Minimum 145°F (63°C)
Pork (bacon)	160°F (71°C)	USDA Minimum 160°F (71°C)
Pork (sausage)	160°F (71°C)	USDA Minimum 160°F (71°C)
Poultry (chicken, turkey)	165°F (74°C)	USDA Minimum 165°F (74°C)
Poultry (ground)	165°F (74°C)	USDA Minimum 165°F (74°C)
Poultry (whole)	175°F (79°C)	USDA Minimum 175°F (79°C)
Seafood (fish, shellfish)	145°F (63°C)	USDA Minimum 145°F (63°C)
Eggs (whole)	160°F (71°C)	USDA Minimum 160°F (71°C)
Eggs (ground)	160°F (71°C)	USDA Minimum 160°F (71°C)
Deli meats	160°F (71°C)	USDA Minimum 160°F (71°C)

The prize for Best BBQ Tool at the 2012 The National Barbecue Association conference did not go to a fancy grilling gadget. It was a simple inexpensive, indispensable, refrigerator magnet.

The AmazingRibs.com Meat Temperature Magnet by barbecue guru "Meathead" Goldwyn is a comprehensive guide to meat temperatures. It includes the latest USDA recommendations as well as chef recommendations (and they often differ) as well as color photos of the different stages of doneness for red meats. Designed for quick reference, the temperatures are the same for both indoor and outdoor cooks.

Most cookbooks contain outdated meat temperature info since the USDA has changed its recommendations

since the USDA has changed its recommendations several times. Knowing the best temps is essential to cooking safe and cooking great food. The Center for Disease Control estimates that each year roughly 1 in 6 Americans gets sick from foodborne illnesses, often mistakenly called "stomach flu," and 3,000 die. And nobody knows how many millions of dollars were wasted on overcooked food.

"Meathead converted me after 30 years of poking my meat with my finger and throwing out a lot of overcooked steaks," laughs Brad Barrett, manufacturer of GrillGrate, an innovative cooking surface for grills. "I was so impressed by the guide on his website that I converted it to a magnet and got exclusive rights to sell it." Barrett offers it for \$5.99 on Amazon.

"Cooking without a thermometer is like driving without a speedometer. A good temperature guide and a digital thermometer are essential for every cook, especially backyard cooks," says Meathead, whose website is ranked the world's most popular barbecue and grilling site by comScore and others.



## Ball Park Introduces New Flame Grilled Patties

Known by many for making great-tasting hot dogs, Ball Park is now bringing the heat to the frozen food aisle with the introduction of new, fully-cooked Ball Park Flame Grilled Patties.

The new Ball Park Flame Grilled Patties are fully cooked patties, made with 100% beef and are ready straight from the microwave in just about a minute, providing consumers with the ability to enjoy a perfectly seasoned grilled burger any time of the year. Flame Grilled Patties are easy to prepare and require little to no clean up, making them the perfect guy time food, snack for your kids/teens, or last-minute dinner idea for the family.

Ball Park Flame Grilled Patties are available in three varieties, including: Flame Grilled Beef Patty, Flame Grilled Beef & Cheese Patty and Flame Grilled Beef & Onion Patty.





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## REMEMBERING -

## Frozen Food Industry Leader -

## Murray Lender Dead at Age 81

Spread Bagels Popularity Across the Nation

**M**urray Lender, a bagel baker, food executive and philanthropist, who helped bring the Bagel to kitchens across the nation, died in Miami, March 21, at the age of 81.

Along with his two brothers, Marvin and Sam, Murray turned the dream of bagelizing America into a reality through the process of freezing the bagel, which the family pioneered in the early sixties.

He was born into the family business, which his father started in 1927 upon his arrival from Poland. Murray began counting bagels in their backyard bakery before he was eleven. By the time he finished high school he had learned all about bakery production and delivery.

Upon graduating from the Junior College of Commerce, with a degree in business (now Quinnipiac University, in Hamden, Connecticut), he spent two years in the U.S. Army Military Police Corp, and entered the family business, which was still in their backyard garage, on a full time basis in 1955.

Being specifically responsible for marketing and sales for Lender's, Murray had to make the most of a non-existent budget. He was a food marketing innovator and he took what was formerly only an ethnic product and made it a national staple, available to all. In 1963, Lender's introduced a branded retail pack of frozen bagels and the bagel boom was on. Murray saw frozen foods, which was a new category of



■ MURRAY LENDER pictured with a few of his very best friends.

products, as an opportunity for greater distribution and expanding the market to new users.

He popularized "cross promotions" as he partnered with many of the day's popular breakfast staples. In exchange for advertising on their bags, Lender's could be seen on a range of products from

Philadelphia Cream Cheese, Parkay, Welches, Smucker's, and Minute Maid. Free publicity was also a key to their success. Murray could be seen presenting a life-sized bagel on the *Tonight Show* to Johnny Carson, or on Capitol Hill presenting Tip O'Neill with a giant green bagel on St. Patrick's Day. As the company grew, so did their advertising budget, and it was TV campaigns that helped spread the word. Whether in animated form, or live, lying on the bread shelf in the supermarket, there wasn't much that Murray wouldn't do to sell his product. Lender's Bagels was sold to Kraft food in 1985, but Murray remained with the company to continue his work as spokesman.

Murray was forever passionate about the concept of frozen foods and became involved in all associations directed at strengthening its image. In Florida he worked with frozen food associations in the Jacksonville, Tampa, and Miami markets. He

worked closely with Vince Santucci, Bob Sopher, Dick Green, and others within the Penguin Club of South Florida. He was Chairman of the National Frozen Food Association (NFFA), as well as the chairman of the 50th Anniversary of Frozen Foods, a national promotion staged in 1980. He pioneered and co-chaired the first National Frozen Food Month in March of 1984, an industry wide month of promotional retail and foodservice activity among frozen food manufacturers. He was recognized by this industry with numerous awards throughout his lifetime.

In more recent years, Murray has directed his focus toward philanthropic work, and his energy and creative thinking have had a major impact on anything he undertook, particularly in his hometown of New Haven. Active in both the local Jewish community, as well as his Alma Mater, Quinnipiac University, Murray's influence can be seen throughout the city,

which has recognized him with a school playground in his name, the ADL Torch of Liberty Award, and an honorary Doctor of Humane Letters from Quinnipiac University, among others. In recognition of his efforts he was inducted into the Frozen Food Hall of Fame in 1991.

He lived in Aventura, Florida, and previously in Woodbridge, Connecticut. Murray was preceded in death by his parents, Harry and Rose Lender, his two sisters, Anna and Helen, and his two brothers Hymen and Samuel.

Murray is survived by his wife, Gilda Winnick Lender of Aventura; daughter & son-in-law Haris Lender & Evan Cohn, St Petersburg, FL; son Carl Lender, Sunrise, FL; son Jay Lender, Los Angeles, CA; eight grandchildren, one brother, Marvin Lender, Naples, FL; and numerous nieces and nephews.

Funeral services were held at Congregation B'Nai Jacob in Woodbridge, CT on March 25th.



■ GIANT BAGEL - Murray Lender takes a bite out of the World's Largest Bagel (circa 1998).



■ Murray would never go a day dressed without a penguin - the frozen food marketing symbol - whether it be a tie, a pin, socks or a hat.

## Samuel Glazer

## Co-developer of Mr. Coffee Machine

Samuel L. Glazer, co-owner of the company that revolutionized American mornings with the Mr. Coffee drip coffeemaker, is dead at age 89.

Glazer died of complications from leukemia March 12. Services were held March 14 in Cleveland Heights, OH.

Glazer and his North American Systems business partner, Vincent Marotta Sr., hired engineers to develop an automatic drip coffeemaker for use at home. The company introduced the Mr. Coffee coffeemaker in 1972 to compete with older percolator and less-tasty instant coffee methods.

Mr. Coffee became a huge success. A corporate online history says that within three years Mr. Coffee was the top-selling coffeemaker in the U.S. The brand also got a big boost from its

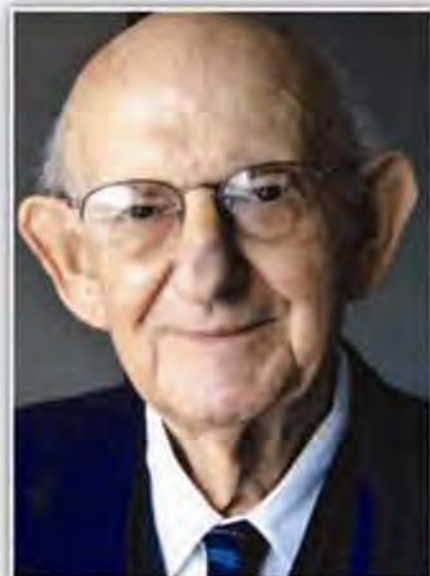
longtime pitcher, slugger Joe DiMaggio.

The partners sold North American Systems in 1987 for \$182 million.

Glazer was born in Cleveland and served in the Army during World War II. He lived in suburban Beachwood. Over the years, he was involved in many business ventures, including developing shopping malls and housing.

Glazer enjoyed giving friends coffeemakers. The (Cleveland) Plain Dealer reported that on one occasion a winter vacation neighbor in California, late-night host Johnny Carson, got his fill of Mr. Coffee coffeemakers. "Please, Sam, no more coffee machines," Carson said.

Survivors include his wife, Jeanne, and a son, Robert.



■ SAMUEL GLAZER



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■ **WHOLE FOODS MARKET**, opened its doors in Pembroke Pines, Florida, on Wednesday, March 28. The store is located in new Cobblestone Plaza at 14956 Pines Boulevard, one quarter mile west of I-75. It is the seventeenth store for the company in the Sunshine State, and the eleventh location in South Florida.

# Whole Foods Market Opens in Pembroke Pines

Natural and Organic Supermarket Opens 11<sup>th</sup> South Florida Location

A TODAY'S GROCER Exclusive Report

**W**hole Foods Market, opened its doors in Pembroke Pines, Florida, on Wednesday, March 28. The store is located in the Cobblestone Plaza at 14956 Pines Boulevard in Pembroke Pines, one quarter mile west of I-75. The opening followed a free continental breakfast in the parking lot from 8 a.m. to 9 a.m., featuring entertainment from the Pembroke Pines Charter High School Marching Band and a Bread Breaking Ceremony, a Whole Foods Market twist on the traditional ribbon-cutting. The rest of the day was filled with entertainment and food samplings in every department. The Pembroke Pines location is its 11<sup>th</sup> South Florida store and 17<sup>th</sup> store in Florida.

To further celebrate the opening, Whole Foods Market held special Sneak Preview Tours complete with tastings and giveaways for the public on Monday, March 26.

"We've been looking forward to the Pembroke Pines store opening and are thrilled to bring Whole Foods Market to the residents of Northwest Miami-Dade and Southwest Broward Counties," said Nick Ayoub, Store Team Leader of the new location. "Our number one goal will be to provide the community with the freshest, most flavorful, and highest quality products, while providing superior value in every department."

In September 2010, Whole Foods Market launched a color-coded sustainability rating system developed by the Blue Ocean Institute to show the sustainability status of all non-MS-C-certified wild-caught seafood stores sell. Ahead of the company's self-imposed deadline of Earth Day 2012, the Pembroke Pines store opens its doors having completely phased out all red-ranked species, deepening their commitment to having a fully sustainable seafood department.

In addition to the old-fashioned butcher shop style where knowledge meets enthusiastic service, meat department Team Members will educate shoppers on the

Global Animal Partnership's (GAP) 5-Step Animal Welfare Ratings. The rating system provides clear information that helps shoppers make informed buying decisions and offers peace of mind to them that the meat and poultry in our fresh cases comes from animals raised with care. Shoppers can look for color-coded signs and stickers throughout the meat department or simply ask their butchers.

All of the beef, poultry and pork sold in the store's fresh cases will meet the GAP criteria and be certified by independent third party auditors.

With its Health Starts Here program, Whole Foods Market is looking to revolutionize healthy eating by making it simple, approachable, affordable and accessible. The store features a full time Healthy Eating Specialist on the team to educate customers on making informed decisions about healthy foods, to teach cooking classes, give guided store tours and be a resource for the community.

Additional store offerings include:

**Prepared Foods** department highlighting more than 100 items in their full service chef's case, hot bar and prepared salad bars; In-House roasted deli meats; Grill Station featuring Step Rated Beef Burgers.

**Grocery, dairy and frozen** aisles featuring more than 50 locally produced items.

An expansive **produce** department where more than 60% of the available fruits and vegetables will be grown organically.

A European style **bakery** department featuring Artisan breads from their Plantation bake house and a full line of locally baked Italian pastries, cookies and treats from Cusi Duci of Boca Raton.

More than 400 beers, including a "Build Your Own 6-Pack" feature over 750 Wines hand selected by their resident sommelier.

Over 200 artisanal cheeses from around the world, hand cut and wrapped daily in the store.

The store is open daily from 8 a.m. to 10 p.m.



■ Ted Quiroz Whole Body Associate Coordinator explains many of the store's Wholebody features to preview guests.



■ Karen Doyle, Regional Healthy Eating & Green Mission Specialist explains the 'Health Starts Here' and 'Green Mission' programs on preview day.



■ Shawn Persaud, Meat Team Leader details the beef, poultry and pork sold in the store's fresh cases.



■ Aslin Castrodad, Reg. Coffee Coordinator.



■ The store also features a wide assortment Meat Alternatives.



■ The Soup Bar always features 10 different freshly-made soups.



■ The new store features 1,600 SKU's of Old World and New World wines, 'Eco-friendly' wines, box wines and 1.5 litre wines.



■ The store features an extensive selection of bulk nuts & snacks.





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**New in Town -**

# Hialeah Welcomes First Walmart Neighborhood Market



■ **IT'S OFFICIAL** – Walmart Neighborhood Market Store Manager Arianna Suarez cuts the ribbon marking the official opening of the new Hialeah store.

**A TODAY'S GROCER**  
Exclusive Report

The newest Walmart Neighborhood Market store in South Florida, the first of its kind, opened on March 14 in Hialeah, Florida. Located at 400 W. 49th St. (Palm Springs Mile), the store occupies the location formerly occupied by a Circuit City store along Hialeah's commercial corridor and is expected to help boost economic revitalization efforts in this part of Hialeah through increased shopper traffic and 100 full- and part-time jobs.

"We are happy and proud that the Walmart family has chosen our city for this new store," said Hialeah Mayor Carlos Hernandez. "We are sure this store will be successful and that together we can make Hialeah a City of progress."

The first Walmart Neighborhood Market opened in 1998, but the new Hialeah store is the first one in the Miami/Dade area. There are approximately 170 Walmart Neighborhood Market stores nationwide, each featuring quick and convenient shopping for groceries, pharmaceuticals and general merchandise. They range in size from 30-40,000 sq. ft. and typically employ approximately 95 associates.

The new store is tailored for the Hialeah community, featuring a wide variety of tropical fruits and vegetables, fresh cakes and bread, and a selection of Cuban pastries, as well as meats, cheeses and prepared foods. The deli features a grab-and-go section with rotisserie chicken, fresh baked pizza and standard deli sides, including rice and beans. In addition to the fresh produce, bakery and deli items, the store carries a full line of groceries, including frozen foods, meat and dairy products, and organic items.

Shoppers will appreciate the convenience of the store's pharmacy, along with a full selection of health-related products and a health and beauty area. Additional areas include stationery, paper goods, pet products and hardware items. Customers can also print their own digital photos at the store.

The store offers Site-to-Store services, a regular feature at other Walmart stores, but unique for a Walmart Neighborhood Market. Site-to-Store is a free service that al-



■ The newest Walmart Neighborhood Market store in South Florida, the first of its kind, opened on March 14 in Hialeah, Florida. The 32,000 sq. ft. Store #5945 features 10 checkouts at the front-end.

lows customers to ship online orders from [www.walmart.com](http://www.walmart.com) free to any Walmart store for pickup.

Approximately 100 part- and full-time associates are employed at store #5945, headed by Store Manager, Arianna Suarez. Suarez is assisted by a key management team which includes: ASSISTANT MANAGERS – Yurizan Pichardo, Mario Sanchez, John Campos and Ovidio (Ovi) Osos, PRODUCE MANAGER – Teresa Garcia, MEAT DEPARTMENT MANAGER – Alfredo Gonzalez, DRY GROCERY MANAGER – Tania Vegas, GEN. MERCHANDISE MANAGER – Norma Herrera, and PHARMACY MANAGER – Remberito Espinosa, R. Ph.

Throughout grand-opening day, members of the Hialeah community were invited to a fiesta with music and to enjoy product samplings, giveaways and various entertainment activities.

\$15,000 in grants from Walmart and the Walmart Foundation were presented to charitable organizations in celebration of the grand opening of the new store. Among the recipients were Miami Rescue Mission, Hope Community Development Corporation, Miami children's Museum, and First Step Champions.

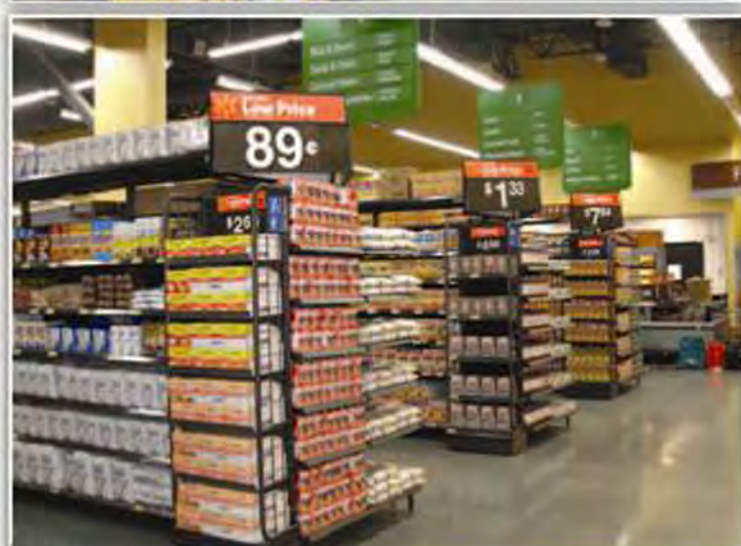
The store is open 24 hours a day, seven days a week.



■ **READY TO SERVE** – Hialeah Walmart Neighborhood Market Store Manager Arianna Suarez and members of her key management team welcome shoppers to their new store on Palm Springs Mile.



■ Marvin Balduff, Market Manager with Gail Wilkinson, Market Human Resource Manager.





# Walmart Neighborhood Market in Miami-Dade Area



**OPENING DAY SMILES** – Hialeah Walmart Neighborhood Market associates are ready to begin serving shoppers at their beautiful new store.

## Getting to Know



### ARIANNA SUAREZ

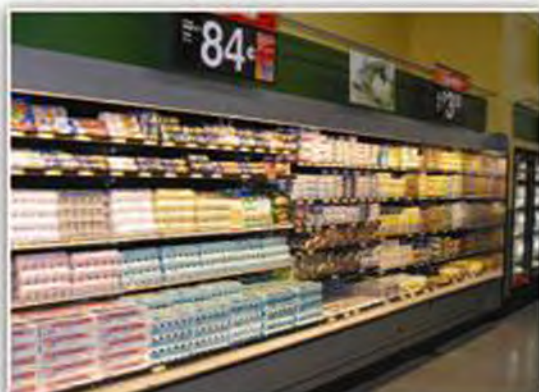
Walmart Neighborhood Market  
Manager - Store #5945

Originally from Havana, Cuba, Arianna Suarez came to the United States in 2001. Suarez began her Walmart career at that time at the store in Hialeah Gardens. She first worked as a cashier at the store. Hard work quickly paid off in advancement. Since then, she has advanced in her career to work on teams at other Florida stores in Cape Coral and Naples, before returning to Hialeah last November to prepare for her new store opening.

"It's very exciting to be part of the first Walmart Neighborhood Market in this community," Suarez told TODAY'S GROCER. "We have a family atmosphere where people can come and 'one-stop-shop' and get their basic needs. The best part of my job is getting to know people and interacting with them on a daily basis. I want them to feel like 'I am going to my store.'"

The demands of her position don't allow for much spare time. She spends as much time as possible with sons, Daniel, age 7 and Devin, age 2. She enjoys bicycle riding with her boys and watching movies on tv.

Suarez is currently working toward a bachelor's degree in business administration through the American Public University System (APUS). Walmart partners with APUS to provide an online degree program that allows associates to receive college credit for work experience.



**The new store is tailored for the Hialeah community, featuring a wide variety of tropical fruits and vegetables, fresh cakes and bread, and a selection of Cuban pastries, as well as meats, cheeses and prepared foods.**





■ Guest Editorial

# Hiring: Do It the Steve Jobs Way



By PATRICK VALTIN

Jim was the perfect candidate with many years of solid experience as a professional sales rep and had an obvious talent of persuasion and communication skills. But the hiring manager had some strong reservations during the interview. Jim's strong focus on results 'right now' and a certain aggressiveness that could probably overwhelm or upset clients were some of the

weaknesses he was concerned about.

In regards to Jim's focus on the purposes of the company, its role in the community, the vital importance of innovation and unselfish dedication to excellence, he did the perfect job. He sold himself like never before and got hired.

Four months later, Jim was fired for lack of vision, lack of dedication and worst of all, for his lack of honesty in his intentions.

The manager knew he had to hire "the Steve Jobs way," but had no real clue as to how to do it. He hired what he saw and

what he heard "at the moment." He was trapped into Jim's salesmanship talent. And he was fooled by Jim's hidden intentions: to get the job, "no matter what needs to be said..."

## STEVE JOBS' HIRING PHILOSOPHY

Steve Jobs was an amazing and unconventional leader in many respects. His reputation as the best entrepreneur of our time can be summarized in a few words: he and his top execs never compromised with the talents and qualifications required of their employees. He personally interviewed over 5,000 applicants during his career. He and his executives considered very different qualities in people than most business owners do. When you thoroughly analyze Apple's philosophy of hiring, you find out that there has always been fundamental, uncompromising attributes needed to get a job at Apple, Inc.

You too can apply these attributes when you look at attracting top players and ensure you avoid trouble makers. To help you in the hiring process, here are the main "Apple selection attributes."

**(1) Vision-minded.** Everyone joining the company must have a clear picture of its management vision – and fully agree to fight for it, to defend it and to live with it every day. Applicants who do not seem to get it are systematically rejected. When you hire people who don't seem to agree

with, or care about your company vision, you are potentially employing future enemies.

**(2) Innovation-minded.** Steve Jobs always emphasized the vital importance of hiring people who are innovative – willing to create something from nothing. Applicants are first chosen for their ability and willingness to constantly create, rather than for their technical competence.

**(3) Future-minded.** Employees at Apple are driven by their leader's vision of the future and they contribute everyday to creating the future, more than just beating the competition. Each of them owns the future of the market because they know they can contribute to creating it. The eagerness to create, not follow the future is a vital attribute observed in top players, no matter the industry.

**(4) Passion-minded.** Steve Jobs' first principle is: "Do what you love." People are hired because they love the product, the company and its vision. Applicants who do not demonstrate a genuine passion and "love" for the company's purposes and business philosophy will never make it.

**(5) Contribution-minded.** A statement given by an Apple recruiter is clear enough: "We didn't want someone who desired to retire with a gold watch. We wanted entrepreneurs, demonstrated winners, high-energy contributors who defined their previous role in terms of what they contributed and not what they titles were."

**(6) Engagement-minded.** Over two thirds of Americans are not engaged in their workplace. Apple management is strict on employees' level of commitment. Committed individuals who are inspired by a grand purpose make the whole difference in the most competitive conditions.

**(7) Excellence-minded.** Steve Jobs was known for his passion of perfection. The company always tries things out until they are perfectly done. The same attitude is expected of every collaborator. Applicants who do not share that passion for excellence do not have a chance.

## OTHER CRITICAL ATTRIBUTES TO EVALUATE

You will notice that these 7 points enforced in the Apple's personnel selection are all personality-related attributes, also called soft skills. They do not always guarantee performance. But the chance of selecting productive people is at least 200% higher when focusing on these vital soft skills. It is very well known that recruiters who focus on soft skills in their personnel selection process are, on average, 50% more effective in selecting top players.

So, in order to avoid falling in the momentary personality trap – as the hiring manager in the above example did, you should also focus on the following two basic soft skills:

**Honesty.** Did you know that one third of all business failures in the USA are due to employee theft? Also, 95% of all U.S. companies are victims of theft and yet only 10% ever discover it. So this is definitely a crucial criterion to evaluate. Everybody recognizes the importance of honesty so it would make sense to evaluate it PRIOR to evaluating any other soft skill, wouldn't it?

There are strong indicators which allow you to precisely evaluate honesty. Here are just a few: gaps in the resume, contradictory data between the resume and your standard job application, negative reaction or embarrassment from the applicant to your challenging questions and lack of accuracy in applicant's explanations of previous achievements.

**Willingness.** According to the U.S. Department of Labor, more than 87% of employee failures are due to unwillingness to do the job. You can't simply force someone to do something if they do not want to. Such persons will do what you want in order to keep their job or to avoid penalties. But they will not really put their heart into it.

Most applicants will tell you that they are willing, of course. The key to finding out if they are honest is to ask them to prove it. Challenge them to demonstrate that they have been willing to work hard, learn something new, question their old habits, work under tough conditions, etc... The way you do this is simply by asking them to give you specific examples when they had to display such willingness.

So, hire the Steve Job's way, by all means. But don't forget these two basic attributes in the same process. Inform applicants that your company values and management philosophy imply honesty and willingness/positive attitude as primary selection criteria, no matter the position – lack of either is enough to be considered unqualified!

## ABOUT THE AUTHOR

PATRICK VALTIN is the author of *No Fail Hiring* and a 24-year veteran coach and trainer in the fields of management and human resources. He is the President of M2-TEC USA, Inc. Patrick has personally trained 85,000 business owners and executives of over 30 countries in the last 23 years, on the subjects of business strategies, leadership and people management, hiring, sales and marketing. For more information, visit [www.nofailhiring.com](http://www.nofailhiring.com), [www.m2-tec.com](http://www.m2-tec.com) or call: 877-831 2299.

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Reveals New Brand with Redesigned Website

# Kings Food Markets Debuts Bedminster, NJ Store Grand-reopening

Kicks-off Inspirational Brand Re-launch

A TODAY'S GROCER Exclusive Report

**K**ings Food Markets recently announced a re-launch of its celebrated brand. The upscale chain has 24 stores in New Jersey and New York and has served its local communities for more than 75 years. In an effort to meet the ever-changing needs and demands of its customers - both current and prospective - Kings has marked the brand re-launch with a newly-redesigned website and signature grand re-openings throughout the year. The Bedminster, NJ store serves as the benchmark and reopened on February 3. To demonstrate Kings' commitment to the local community, a portion of the day's proceeds were donated to Food Bank Network of Somerset County.

Specific to the new Kings Bedminster store, customers will now find freshly rolled sushi, fresh-made pasta, made-to-order brick oven pizza, chef-inspired prepared foods, over 400 international cheeses, an espresso and cappuccino bar, a gourmet juice bar, an expanded produce and floral boutique, on-line ordering and a contemporary cafe equipped with Wi-Fi.

"At Kings, we share our love of food with our customers," says Judy Spires, President and CEO of Kings Food Markets. "We want shoppers to be inspired by moments in our stores where the freshest ingredients, rarest finds and their passion for cooking all come together to create the perfect meal. Therefore, it was important that we further enhance our customers' experiences both online and in stores to allow that inspiration to strike whenever and wherever they interact with the Kings brand."

Providing customers with a consistent brand experience across multiple consumer touchpoints is evidenced in Kings' redesigned website ([www.kingsfoodmarkets.com](http://www.kingsfoodmarkets.com)). This new online destination mirrors the in-store experience and presents a more user-friendly interface with sections such as rare finds, unique gourmet recipes from Kings chefs, and daily menus of freshly prepared food available at each store.

"Consumers rely on Kings for a unique shopping experience and the highest quality foods, and we aim to build upon that strength with these enhancements," says Spires. "We want our customers to continue to embrace the Kings experience in the future just as they do now."



■ The newly-renovated Kings Food Markets store in Bedminster opened to the public on Friday, February 3 with a "pasta ribbon cutting." Pictured (left to right) are: Fred Brohm, EVP and Chief Strategy Officer, Kings Food Markets; Bob Hollaway, Mayor, Bedminster Township; Kathy Fiduccia, Bedminster Store Manager, Kings Food Markets; Judy Spires, President and CEO, Kings Food Markets and Rich Durante, EVP of Merchandising/Operations & Engineering, Kings Food Markets.



■ THE KINGS FOOD MARKETS LEADERSHIP TEAM shows off the expanded floral department of the newly renovated Bedminster store. Pictured (left to right) are: Fred Brohm, EVP and Chief Strategy Officer, Kings Food Markets; Jim Demme, Chairman of the Board, Kings Food Markets; Judy Spires, President and CEO, Kings Food Markets; Kathy Fiduccia, Bedminster Store Manager, Kings Food Markets; Rich Durante, EVP of Merchandising/Operations & Engineering, Kings Food Markets and Tom McNerney, Area Director, Kings Food Markets.



■ KINGS FOOD MARKETS President and CEO Judy Spires triumphantly holds up the "pasta ribbon" as the newly-renovated store in Bedminster opens to the public



■ New Jersey Senator Michael Doherty and Bedminster Mayor Bob Hollaway joined Kings President and CEO Judy Spires to celebrate the grand re-opening of the Kings Bedminster store. Pictured (left to right) are: Michael Doherty, Senator, New Jersey; Judy Spires, President and CEO, Kings Food Markets and Bob Hollaway, Mayor, Bedminster Township







## Dale vacaciones a tu hamburguesa de siempre

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

### Hamburguesa Chipotle

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

#### Ingredientes

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

#### Instrucciones

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



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## Russo's New York Pizzeria Bites into Gluten-Free Pizza Line

Houston-Based Restaurant Expands Authentic Pizza Recipe into Stores Nationwide

For nearly 20 years, Texans have flocked to Russo's New York Pizzeria and Russo's Coal-Fired Italian Kitchen for an authentic Italian meal and New York style pizza. On the heels of the restaurant's recent addition of gluten-free pizza to the menu, consumers will soon be able to find Chef Anthony Russo's new gluten-free pizza line in their local grocery stores.

As a growing number of consumers are leaning towards gluten-free options for dietary restrictions, Russo's new line of pizzas will offer an authentic, but healthy Italian option for consumers. From the pizza crust to the cheese, all components of the pizza will be 100 percent gluten-free. In addition, the facility the pizzas will be produced in will be gluten-free.

"As gluten-free products have become a larger demand in the United States, we wanted to do our part by providing consumers with a great tasting and healthy meal, and something they can throw in their oven after a long day of work," Anthony Russo, Founder of Russo's New York Pizzeria and Russo's Coal Fired Italian Kitchen, said. "As the company remains passionate about freshness, only the finest ingredients will



■ **RUSSO'S** Gluten-Free Greek Pizza will have shoppers flocking to your store.

go into our gluten-free pizzas. While we will initially launch the product line in Texas, we look forward to introducing the pizzas nationwide over the next several years."

The new pizza line will initially launch onto retail shelves in Central Texas in 2012 and pizzas will be available in six different varieties, including Greek, New York Style, Margherita, Chicken Rustica, Pepperoni and Italian Mozzarella, as well as Mulberry. All pizzas will be made with 100 percent fresh mozzarella. The pizza crust will be Vegan,

made with rice flour, tapioca flour, potato starch and extra-virgin olive oil, infused with honey and Italian seasonings. All pizzas will also include a Chef Anthony Russo family recipe, dating all the way back from the 1930's in Avellino, Italy.

In addition, the Chef Anthony Russo brand will be offering a shelf stable pre-made gluten-free pizza crust for those interested in trying out their own pizza recipe.

Scott Treadaway will spearhead the product line's expansion into retail stores as the

newly appointed Director of Sales. With more than 20 years of experience in the food industry, Treadaway has spent time with food giant Nestle USA, as well as Red Monkey Foods, which is one of the nation's fastest growing private label gourmet spice suppliers.

"I am excited to be on board to help Chef Russo expand his pizza line and organic extra-virgin olive oil on a national level," Treadaway said. "Chef Anthony's restaurants have become a gathering place for families. The new line of products will help make dinner time for families at home more enjoyable."

## Quorn Extends Meat Free Line Introduces the Quorn Vegan Burger



Quorn, the best-selling frozen meat-free, is adding its first Vegan product to its successful range of meat free, soy free products. The Vegan Burger will be available nationally in natural food stores and in the natural food section of selected mass retailers, at a recommended retail price of \$5.99.

Available in 8.4oz packs, each packet contains 4 burgers. The Quorn Vegan Burger is 50% less in fat than ground beef hamburgers, are high in protein, and low in saturated fat. They are the healthier burger option - with no compromise on taste. David Wilson, General Manager of Quorn USA Inc., comments "The team at Quorn Foods is delighted with the results of the work to reduce egg use in our product range," says David Wilson, Quorn's General Manager. "In addition to using 3 million fewer eggs a year, the new launch of the Quorn 'egg-free' vegan burger has been a huge success with our customers."

## Don Sebastiani and Sons

### Spend "Time with Dad" Father's Day Promo

For many families a casual browse at the local fish counter is all it takes to evoke nostalgic memories of early morning boat rides, riverside bonfires, and tall fishing tales that grow greater with each telling. The 2012 "Time With Dad" Father's Day Promotion from Don Sebastiani & Sons captures that sense of nostalgia, providing the perfect vehicle to drive high-margin wine and seafood sales, just as folks begin seeking out the lighter flavors of the Summer Season. For this national promotion, the family-run wine company is offering in-store instant redeemable coupons for \$1.00 and \$2.00 or mail-in rebate for \$4.00 off a seafood item at the local store. The promotion includes a versatile modular display of weathered coastal "crab crates" with chalk board to promote the wines. Three different colorful case cards and bottle neckers with the coupons rounds out the deal. This promotion runs from June 1- August 31, 2012.



## ■ To the Trains -

# Grand Central Station Hosts Japan Week Event

By: MERCEDES A. KISS

Travelers and busy commuters passing through the Big Apple's great train terminal recently had the opportunity to join the celebration of Japanese food and culture during Japan Week, a multi-part festival held at various locations throughout NYC.

The key events of Japan Week - the Kick Off Event and Japan Pavilion - focused on the unique world of Japanese cuisine. Sponsored by the Organization to Promote Japanese Restaurants Abroad (JRO), these events aim to promote a deeper understanding of Japan through a positive image of its food. Additional support was provided by the Japan National Tourism Organization (JNTO) and Japan Tourism Agency (JTA).

Japan Week's Kick Off Event was held in



■ **TO THE TRAINS & THE FOOD** - Travelers passing through Grand Central Terminal, March 1-3, had the opportunity to experience Japan Week, as the giant facility played host to a diverse array of exhibitors featuring distinct Japanese food and merchandise.

Vanderbilt Hall in Grand Central Terminal, March 1-3. Hosting a diverse array of vendors featuring distinct Japanese food and merchandise, the Kick Off Event welcomed the public to cultural performances as well as cooking demonstrations of Japanese dishes by renowned chefs. During the evening of March 1, an opening Gala at Vanderbilt Hall invited New York's restaurant industry, connoisseurs and major media to experience the latest in Japanese cuisine.

The second event, the Japan Pavilion at the 2012 International Restaurant Foodservice



Show of NY at the Javits Convention Center, was open to professionals and the food trade only. For the sixth consecutive year from March 4-6, the Japan Pavilion provided an exclusive opportunity to encounter enticing gourmet Japanese foods and products from various companies in one place. The Japan Pavilion's highlights included the Soul Food of Japan Section, the Japanese Bar, and numerous



seminars on Japanese food and restaurant business trends.

Japan Week was also celebrated throughout the city in other related events. Taking place concurrently with the Kick Off Event on March 1 was a Japan tourism - focused event in Time Square commemorating the National Cherry Blossom Festival Centennial. An additional related event included one that encourages restaurants and patrons to voluntarily raise money for Japan's recovery from Great Tohoku Earthquake.





# Goya Foods and Leading Chefs Make a Sweet Combination at SoBe Wine & Food Festival

**G**oya Foods of Florida recently joined with a number of notable chefs as part of its involvement in the 2012 Food Network South Beach Wine & Food Festival presented by FOOD & WINE (SOBEWFF).

"Goya Foods was a first-time participant and the official Latin/Hispanic Foods provider of the 2012 SOBEWFF. Our partnership with pastry chef Hedy Goldsmith gives us the perfect opportunity to showcase the authenticity and versatility of our products bring to any type of cuisine," Frank Unanue, President of Goya Foods of Florida told TODAY'S GROCER. "We are very lucky to have her as part of our showcase and we know that guests will enjoy the exciting and exclusive recipe she has created for Goya using our products."

Goldsmith is the executive pastry chef at Michael's Genuine Food & Drink in Miami and Grand Cayman where she offers desserts inspired by fresh ingredients in season, as well as homemade versions of her favorite treats from childhood like Cracker Jacks, Nutter Butters, Oreo's, smoked bacon candy and her now-legendary Pop-Tarts at Sunday brunch.

"When Goya approached me to come up with a recipe for the festival my first thought was how much fun I was going to have in the kitchen baking with such a wide variety of products, from black beans to Panilla cane sugar," said Goldsmith. "Having recently turned in the manuscript for my forthcoming cookbook, *Baking Out Loud*, I have been in testing mode. This was an exciting challenge to go a little out of my box, and I know we nailed it. I can't wait to see the expressions on festival guests faces when they are pleasantly surprised to enjoy black beans in cupcake form!"

Goya Foods of Florida also part-



■ MEAT MARKET EXECUTIVE Chef Sean Brasel joins Goya Foods of Florida President, Frank Unanue, and Goya Foods Executive Chef Fernando Desa at the Whole Foods Grand Tasting Village.



■ CROWDS line-up for a dish sample of Goya Foods Chef Carey Yorio at Fun & Fit.

nered with Meat Market Chef Sean Brasel. Known for his creative talent, passion, dedication and excellence to every bite, Brasel was asked to develop a one of a kind recipe using a range of Goya Products as ingredients. The delectable result was,

a Tropical Fatty Slow Roasted Brisket with Coconut Curry Sauce, which was served at Goya's tent at the Grand Tasting Village, on Saturday afternoon. The tasting included a recipe demonstration hosted by the celebrated chef.



■ GOYA FOODS EXECUTIVE CHEF Fernando Desa preparing black bean cupcakes with Pastry Chef Hedy Goldsmith at the Whole Foods Grand Tasting Village.



■ SUGARCANE EXECUTIVE CHEF Timon Balloo is joined by Goya Foods Executive Chef Fernando Desa and Chef Douglas Rodriguez from De Rodriguez Cuba at 'Salsa at Sea' Brunch event.



■ CROWDS making the line to sample Chef Hedy Goldsmith's black bean cupcakes at the Goya Foods pavilion at Whole Foods Grand Tasting Village.

"For our Goya dish, we gave a traditional American dish a Latin flair using an assortment of Goya products. Miami's cuisine combines a variety of flavors that make every dish a sensational culinary experience," Brasel said.

During SOBEWFF Goya was a part of the Whole Foods Market Grand Tasting Village on Saturday, February 25 and Sunday, February 26. In addition, Goya took to the high seas aboard *The Biscayne Lady* for Brunch at Sea hosted by Douglas Rodriguez & Aarsn Sanchez on Sunday, February 26. Goya also was part of the Festivals family-friendly programming, Florida Blues Fun and Fit as a Family featuring Kellogg's Kidz Kitchen, which will take place on Saturday and Sunday, at Jungle Island. Guests were able to enjoy delicious recipes created by Goya chefs Fernando Desa and Carey Yorio - throughout the festival weekend.



■ 4 LITTLE CUTIES wear Goya chef hats as they savor Goya Foods Chef Carey Yorio's sorbet at Fun & Fit.



■ GOYA FOODS CHEF Carey Yorio with two sous chefs at Fun & Fit.



■ GOYA FOODS EXECUTIVE CHEF Fernando Desa with Goya Food of Florida President, Frank Unanue, joined by Meat Market Executive Chef Sean Brasel and Michael's Genuine Food & Drink Pastry Chef Hedy Goldsmith at the Whole Foods Grand Tasting Village.



■ GOYA FOODS EXECUTIVE CHEF Fernando Desa is joined by various chefs at 'Salsa at Sea' Brunch event.





## Walkers Shortbread Celebrates Her Majesty's Diamond Jubilee

With a Limited Edition Collector Tin

Walkers Shortbread celebrates The Queen Diamond Jubilee, which marks Her Majesty's sixty-year reign, with the launch of a 15.8 oz commemorative tin.

The Queen Diamond Jubilee Tin is adorned with an image of Her Majesty and incorporates her Diamond Jubilee emblem, which was designed by ten-year-old Katherine Dewar from Chester, England. Dewar's colorful design was chosen from nearly 35,000 entries submitted by children ages six through fourteen to a design competition hosted by Buckingham Palace and the BBC Blue Peter program.

The selection of Walkers famous shortbread cookies inside the tin is sure to delight collectors and connoisseurs alike with its variety of all-natural shortbread cookies, including ten triangle shortbread cookies, five shortbread rounds, five oval shortbread cookies, three shortbread fingers and four chocolate chip shortbread cookies.

The Queen came to the throne on February 6, 1952 and her coronation took place on June 2, 1952. She celebrated her Silver Jubilee (25 years) in 1977 and her Golden Jubilee (50 years) in 2002. Diamond Jubilee celebrations are planned throughout the United Kingdom, including a River Pageant on the Thames, a concert at Buckingham Palace and the lighting of 2012 beacons throughout the United Kingdom and the Commonwealth. The only other British monarch to celebrate a Diamond Jubilee was Queen Victoria in 1897.



## Special K Introduces Delicious Granola Bars

As warmer weather approaches, shedding layers of clothing can mean cutting back on favorite snacks and making healthier choices for weight management. But this spring, there's a new choice in grocery aisles that doesn't involve sacrificing taste to look and feel good — Kellogg's Special K Granola Bars.

"Getting ready for spring and summer shouldn't be a chore," said Mary Bush, brand director for Kellogg Wholesome Snacks. "With these new granola bars, we're making it easier for our consumers to choose a delicious, on-the-go option that will support their weight management goals."

Available in two flavors — Dark Chocolate and Chocolatey Peanut Butter — the bars offer those managing their weight the chance to indulge with not only the lower calories and fat people have come to expect from Special K, but also positive nutrition benefits. With 3g of fat and 110 calories, the Special K Granola Bar contains 4g of fiber and 4g of protein.



## Nielsen-Massey Vanillas Passes SQF Institute Standards

Nielsen-Massey Vanillas recently received certification from the Safe Quality Food (SQF) Institute Program. SQF Institute is an organization recognized by retailers and foodservice providers around the world that requires a rigorous, credible food safety management system.

The SQF Program is recognized by the Global Food Safety Initiative and links primary production certification to food manufacturing, distribution and agent/broker management certification. Administered by the Food Marketing Institute, SQF benefits from continual retailer feedback about consumer concerns. These benefits are passed on to SQF certified suppliers, keeping them a step ahead.

"We are proud to receive the national safety recognition from the SQF 2000 certification program," said Craig Nielsen, chief executive officer of Nielsen-Massey Vanillas. "Today's consumers are more interested and educated about the food they eat than ever and it's important to maintain the highest safety and quality standards."

Nielsen-Massey was previously audited annually by The American Institute of Baking, from whom it has received Superior ratings each year since 1990. This inspection involved a thorough review and analysis of the manufacturing policies and procedures throughout the production facility.



## Triscuit Launches New Flavor

Triscuit has just launched its first new Triscuit cracker since 2008 — Triscuit Dill Sea Salt & Olive Oil. Triscuit is made from a base of three simple ingredients: whole grain, soft white, winter wheat, soybean oil and salt, containing 100% whole grain and is a good source of fiber, so you can be confident it is a healthy snack too.

A 'dill-icious' snack out of the box, Triscuit Dill, Sea Salt & Olive Oil is perfectly complimented by a favorite topping.

Made from wholesome ingredients, there are no artificial flavors or MSG. It makes a delicious snack right out of the box.

A 9 oz. has a suggested retail price of — \$3.69.



## Kellogg's Debuts Crunchy Nut Caramel Nut Cereal

Kellogg's is celebrating the launch of new Crunchy Nut Caramel Nut cereal. Featuring the deliciously-irresistible combination of sweet caramel flavor and real roasted peanuts on crunchy flakes, Crunchy Nut Caramel Nut gives cereal lovers everywhere reason to celebrate.

Kellogg's Crunchy Nut Caramel Nut gives taste fanatics everywhere reason to savor the deliciously irresistible combination of sweet and nutty flavor.

This cereal features golden corn flakes drizzled with caramel flavor and topped with real peanuts.

Kellogg's Crunchy Nut Caramel Nut cereal is available nationwide. Kellogg's Crunchy Nut cereal is available in three varieties — Crunchy Nut Roasted Nut & Honey, Crunchy Nut Golden Honey Nut and new Crunchy Nut Caramel Nut.

## Silpat Non-stick Baking Mats



## Eco-friendly Baking with Professional Flair

Add convenience to home baking with the Silpat Non-stick Baking Mat from Demarle USA. This eco-friendly silicone baking mat has been a favorite among professional pastry chefs around the world since the 1960s, offering superior stick resistance, even with the most delicate of pastries.

Silpat is made in France from the highest quality food grade silicone that is reinforced with a fiberglass mesh to provide maximum heat transfer, ultimate release and quick and easy cleanup.

This easy-to-use non-stick mat saves natural resources in multiple ways. Its inherent release qualities eliminate the need to grease pans, reducing your use of oil or butter. It replaces parchment paper, making for a more economical and environmentally friendly way of baking. This money-saving kitchen tool also simplifies cleanup and helps preserve the life of your baking pans.

The mat cleans easily, simply wipe with a wet cloth or sponge, and it is ready to use again and again. Hand washing is recommended.

All Silpat products conform to FDA regulations and are Kosher certified. Silpat comes in several sizes and styles, with prices ranging from \$12.20 to \$35.50.



## Food Banks Fear They Will Fall Short in Efforts to Feed the Nation's Hungry

### Higher Food and Gas Prices and Decline in Government Food Donations Cited

Higher food costs and rising gas prices could prove to be damaging to the nation's food banks and their ability to provide adequate emergency food to the nearly 49 million Americans who are currently living at risk of hunger, Feeding America, the network of the nation's largest food banks says.

Although recent reports indicate that the economy is beginning to improve and that the unemployment rate is also beginning to shrink, Feeding America's food banks continue to face significant struggles as America recovers from the worst economic recession in decades.

The Feeding America network of more than 200 food banks and 61,000 local partners are feeding 37 million Americans a year, including nearly 14 million children and 3 million seniors. But with rising operating costs and decreasing supply, a number of factors are contributing to a "perfect storm" of challenges that threaten to leave food banks unable to meet the need in their communities.

Gas prices increased 26 percent in 2011, adding tremendous costs to transporting food. Increased fuel costs particularly affect rural areas, where populations are less dense. Many food banks support emergency feeding across a vast service area.

Food inflation is also hitting food banks hard. Grocery prices increased an average rate of 6 percent in the last half of 2011, and food banks have been hard pressed to make up the difference.

Feeding America Food banks have seen significant increases in the price of household staples like milk, which increased in price by nine percent in 2011, and peanut butter, which costs 38 percent more now than it did a year ago. Rising food prices also mean that healthy, nutritious food becomes further out of reach for many of the clients served by Feeding America, further increasing their reliance on food banks. "A major concern for us is the significant decline in USDA commodities provided to our food banks. These commodities generally account for about a quarter of the 3 billion pounds of food our food banks dis-

tribute each year. This is highly-valued, nutritious food - fruits, vegetables, meat and dairy product. We saw a reduction of about 30 percent last year, and are already experiencing more reductions this year," said Vicki Escarra, president and CEO of Feeding America.

Donations of food from food man-

ufacturers also declined by about 15 percent last year, due to increased manufacturing efficiencies.

"We are also deeply concerned about the potential for cuts to Federal hunger-relief programs like SNAP (food stamps) as Congress looks for ways to reduce the deficit. More than 40 million Americans, including many

of our clients, rely on SNAP. We understand that there must be reductions in government spending, but cutting anti-hunger programs is penny-wise and a pound foolish," Escarra said.

"Federal nutrition programs meet an urgent and immediate need. They also reap long term benefits by elim-

inating the health, educational, and workforce productivity costs associated with hunger and poor nutrition,"

Escarra said. "Feeding America urges Congress to maintain robust funding for The Emergency Food Assistance Program, Commodity Supplemental Nutrition Program and SNAP."



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

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

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### Allens Inc. Announces Strategic Repositioning, Plans for Growth

Continued from PAGE 2

tomers and partners, overall."

Recently, in an effort to further the focus on canned and Southern-style products, Allens has also invested in growing their expertise, capabilities and capacity in three additional operations: Arkansas, Wisconsin and North Carolina. This investment expanded the brand's canned and Southern-style operations and has positioned the company, overall, to better meet current growing demands as well as future growth needs. Additionally, Allens has added technology, equipment and resources that has allowed the company to bring quality product to market faster - while also continuing to move forward to a robust, year-round operation within canned and Southern-style operations.





# Second Annual NATIONAL SUPERMARKET ASSOCIATION Florida Chapter Hosts Golf Classic

Weston Hills Country Club  
Weston, Florida  
April 4, 2012



WESTON HILLS COUNTRY CLUB in Weston, Florida (west of Fort Lauderdale) played host to the 2012 National Supermarket Association – Florida Chapter Second Annual Golf Classic, April 4. Over 120 golfers participated in this year's event.

National Supermarket Association (NSA), a trade association representing the interest of independent supermarket owners in New York, Florida and other states throughout the East Coast held, its Second Annual Golf Tournament in Florida, April 4, at Weston Hills Country Club. The golfing contest was held to benefit the NSAFLA Scholarship Foundation. Monies raised during the tournament are going to be distributed to qualified scholarship recipients at a later date. A number of distinguished NSA officers and board members were in attendance, including: NSA President, David Corona and others from within the Florida Region. Last year's tournament helped to raise over \$30,000 to support under privileged students to continue their education in a four year college program.

The day began with breakfast at 8:00 am. A 9:30 a.m. Shotgun Start marked the beginning of tournament play. Follow-

ing play, a buffet lunch was held followed by the awards ceremony which began at 2:30 pm. The tournament was won by the team from Badia Spices; Second Place went to the team from Inca Kola; Third Place honors went to the team from Island Dairy. Winner of Closest-to-the-Pin was Charlie Zayas.

NSA Executive Board Members include: NSA President – David Corona, Vice President/Florida Chapter – Luis Diaz, Jr., General Secretary/Florida Chapter – Ajay Dhawan, and Treasurer/Florida Chapter – Tony Diaz. Board Members include: Vladimir Baez, Carlos Hernandez, Francis Rodriguez and Raifiz Vargas.

Founded in 1989 by Hispanic entrepreneurs, the association has grown dramatically in the last 22 years. It currently provides its members hands-on representation in both the private and public sectors and advocates issues that impact the entire supermarket industry. It also provides outreach servic-



es to corporations that want to re-invest in the ever-growing Hispanic market. Its current membership represents over 400 supermarkets. Each member must own at least 1 supermarket; some members have up to 30 stores. The majority of the members are of Hispanic descent and their stores are predominantly located in minority neighborhoods. The association's major annual events are a dinner and a golf tournament benefiting the NSA Scholarship Fund, a Trade Show, and the Annual Banquet.



NSA Vice President – Florida Chapter Luis Diaz Jr. (at podium) and members of the Board of Directors draw prize winner for a number of prizes awarded following lunch.



NSA President David Corona (at podium) addresses the luncheon gathering. Corona made the trip down from association headquarters in New York.



NSA officer Raifiz Vargas (left) presents First Place team members from the Badia Spice team their trophies. Team members include: Charlie Zayas, Mike Sax, Scott Denyght and Robert Vega.



SECOND PLACE TROPHY WINNERS - The team from Inca Kola: Rick Maury, Randall Berman, COO, Inca Kola Girls Adrianna Ripoll and Johana Campo, Julio ML. Coën and Juan Guixens.



NATIONAL SUPERMARKET ASSOCIATION President David Corona (third, left) pictured outside the Weston Hills C.C. clubhouse with: Charlie Smith, Oak Waste & Recycle; Miguel Garcia, Neighbor's Food Supermarket; David Corona, NSA President; Juan Diaz with Eusebio Ramirez, Vereia Clay Roof.



Alex Pinella, Gold Coast and Jose Jorge, Bravo Supermarkets pictured with Ignacio Voight, Corona Beer (seated).





■ Nelson Eusebio, NSA; Tony Diaz, Price Choice/NSA Board Member; Rafael Castro and Eliardo Benoit, Sabor Tropical.



■ GOOD FRIENDS – Manny Garcia, Pan American Food Brokers; Jose Jorge, Bravo Supermarkets and Armando Caceres, All Florida Paper.



■ NSA PRESIDENT David Corona (right) pictured with Benny Rodriguez, Edwin Travel and NSA Executive Secretary, Denise Diaz.



■ NSA Event Coordinator Nelson Eusebio, pictured with NSA-Florida Chapter Treasurer Tony Diaz, Price Choice Supermarkets and NSA Board Member Carlos Hernandez, National #2.



■ Lazaro Martinez, Island Dairy pictured with NSA V.P.- Florida Chapter, Luis Diaz.



■ A buffet lunch was held following a day on the links.



■ Charlie Zayas, Lazaro Martinez, Island Dairy and Nick Villalba, D&B ATM.



■ NATIONAL SUPERMARKET ASSN. President, David Corona (center) with NSA-Florida Chapter officers and board members, Carlos Hernandez and Luis Diaz, Jr.



■ Andy and Rafael Tavares played on the Presidente Beer Golf Team.



■ Cesar Ramirez, Bravo Supermarkets (second, left) with Technica team members: Pedro Penton, Maria-Jose Rojas, Hector Martinez and Guillermo Arinez.



■ ASSOCIATED GROCERS OF FLORIDA – Chris Miller, Bob Feeley, Gregg Young and Doug Davis.



■ Millie Valiente, Pan American Food Brokers pictured with NSA President, David Corona.

# Prize Winners!!!



■ 3 Day Weekend Getaway to Key West winner: Manny Garcia Pan American Food Brokers.



■ Ajay Dhawan, Foodtown (left) was the lucky winner of Miami Marlin tickets to opening night.



■ Nick Villalba, D&B ATM (right) was the lucky winner of Miami Heat basketball tickets.



■ Johana Campo was from Inca Kola was the lucky winner of a golf bag.



■ Ralfiz Vargas (left) presents a golf bag, courtesy of Coca-Cola, to Cesar Ramirez.



■ Juan Vasquez, Nestle Water (right) was the lucky winner of Bud Light Steel Belted Cooler.



■ Luis Diaz, Jr., presents Juan Diaz, Bravo Supermarkets (right) with his new coffee maker.



■ Miguel Garcia, Neighbors IGA Supermarkets (left) with his new RCA Home Theatre System.



■ Kirt Schumacher, Director of IGA Brands (left) with his new RCA Home Theatre System given to him by Francis Rodriguez, NSA Board Member.



■ Donny Camacho, Advanced Inventory System (left) with his new Cruz tablet.



■ Jenny Diaz winner of a Septre 40" flatscreen television.



■ Rick Maury, Inca Kola was the lucky winner of a Septre 32" flatscreen television.



# Strictly Natural

## Walkers Shortbread Launches



## Duchy Originals Line of All Natural Shortbread & Biscuits

Duchy Originals, a line of delicious all natural cookies from the sustainable foods producer founded by HRH Prince Charles, The Prince of Wales, has been introduced into the U.S. market. The distinctive assortment of quintessentially British shortbread is being distributed by Walkers Shortbread Inc., the U.S. arm of the internationally acclaimed family-owned bakery that makes the cookies in the Scottish Highlands.

"Prince Charles set out to produce foods of the highest quality, great tasting ingredients, produced in harmony with the environment," states Steve Dawson, President of Walkers Shortbread, Inc. "His values are set out in the Duchy Originals Good Food Charter: every Duchy product 'Is Good, Does Good and Tastes Good.'" Profits from the sale of all Duchy Originals products support worthwhile causes through The Prince of Wales's Charitable Foundation. "savory, sweet and perfect on their own or served with cheese; Highland All Butter Shortbread, luxuriously smooth and delicious; Stem Ginger All Butter Shortbread, delicately balanced with spicy sweetness and; Lemon All Butter Shortbread, wonderfully zesty and refreshing.

They are presented in elegantly designed 5.3 oz packages featuring the royal heraldic crest and are packed six to a case. SRP is \$5.99.

Duchy Originals products are all-natural, OU Kosher and suitable for vegetarians.

## GoPicnic Expands Innovative Line of Ready-to-Eat Products

Heeding consumers' call for delicious, convenient and savory meals, GoPicnic has launched five all-natural and three deli meals that are pre-packaged, ready-to-eat and require no refrigeration or preparation for \$4.99 each. Six of the eight are gluten-free meals, making it easy for consumers with gluten sensitivity to eat the foods they enjoy in one great-tasting package.

All GoPicnic meals are fewer than 500 calories each and completely free of artificial colors and flavors and contain no trans fats, high fructose corn syrup or added MSG. GoPicnic all-natural meals additionally contain no artificial preservatives.

### CLASSIC DELI MEALS:

**Salami + Cheese:** A balanced meal featuring Old Wisconsin Beef Salami Slices, Partners Get Movin' Olive Oil & Sea Salt Crackers, Copper Cowbell Asiago Cheese Spread, Sweet Perry Orchards Cashew Medley Fruit & Nut Mix and a Funley's Chocolate Cookie Cluster.

**Turkey Pepperoni + Cheese (Gluten-Free):** A balanced meal featuring Bridgford Turkey Pepperoni Slices, Crunchmaster Multi-Seed Crackers, Copper Cowbell Asiago Gourmet Cheese Spread, Mariani Dried Cranberries & Pineapple and Brown & Haley Almond Roca Buttercrunch Toffee.

**Turkey Stick + Crunch (Gluten-Free):** A balanced meal featuring an Old Wisconsin Turkey Snack Stick, Popchips Barbecue Potato Chips, Niagara Natural Tropical Fruit Bites, Sweet Perry Orchards Baja Blend Fruit & Nut Mix and an Enjoy Life Double Chocolate Cookie.

### ALL-NATURAL MEALS:

**SunButter + Crackers:** (Gluten-Free and Vegan): A balanced meal featuring Sunbutter Creamy Sunflowerseed Spread, Crunchmaster Multi-Grain Sea Salt Crackers, Enjoy Life Seed



& Fruit Trail Mix, Niagara Naturals Tropical Fruit Bites and an Enjoy Life Double Chocolate Cookie. The new meal is free of seven common allergens including wheat, dairy, fish, shellfish, peanuts, tree nuts and egg.

**Peanut Butter + Crackers:** A balanced meal featuring Peanut Butter & Co. Natural Peanut Butter, Partners Get Movin' Honey Wheat Crackers, Sweet Perry Orchards Unsweetened Applesauce, Annie's Homegrown Cheddar Bunny Crackers and Professor Zim Zam's All-Natural Jelly Jets.

**Tuna + Crackers (Gluten-Free):** A balanced meal featuring GoPicnic Lemon Pepper Tuna Spread, Crunchmaster Multi-Seed Crackers, Sweet Perry Orchards Natural Applesauce, Sweet Perry Orchards Trek Trio Fruit & Nut Mix and an Endangered Species Dark Chocolate Square.

**Salmon + Crackers (Gluten-Free):** A balanced meal featuring GoPicnic Chili Lime Salmon Spread, Crunchmaster Multi-Seed Crackers, Sweet Perry Orchards Ginger Zip Fruit & Nut Mix, Seapoint Farms Dry Roasted Edamame and Brown & Haley Almond Roca Buttercrunch Toffee.

**Hummus + Crackers (Gluten-Free, Vegan and Kosher):** A balanced meal featuring Wild Garden Hummus Dip, Crunchmaster Multi-Seed Crackers, Seapoint Farms Dry Roasted Edamame, Sweet Perry Orchards Baja Blend Fruit & Nut Mix and an Endangered Species Dark Chocolate Square.

"GoPicnic meals are the ultimate solution in portability and convenience for people with busy lifestyles and for consumers requiring a special diet like gluten-free, kosher, vegan or vegetarian," said Julia Stamberger, CEO and president of GoPicnic. "With an increasing demand for health and wellness, GoPicnic's makes it easy for people to enjoy a satisfying, nutritionally balanced meal on-the-go anywhere."

## Glory Foods Reintroduces All Natural Lower Sodium Product Line



Glory Foods, Inc. has reintroduced its lower sodium product line, Sensibly Seasoned. All Glory Foods Sensibly Seasoned-Lower Sodium Products have met the American Heart Association food criteria for saturated fat and cholesterol for healthy people over two years-of-age and displays the heart-check mark on each can. The Sensibly Seasoned-Lower Sodium Product line is available now in grocery stores nationwide.

Products that are American Heart Association Certified must meet specific nutritional levels. These levels are based on a single serving size as specified by the FDA for an individual food unless otherwise specified.

The Sensibly Seasoned-Lower Sodium Product line retains the rich southern flavor for which Glory Foods is known, and is all natural, minimally processed, without preservatives or additives and meatless.

Available in 15.25-ounce cans, products include Sensibly Seasoned Black Beans, Sensibly Seasoned joins the diverse Glory Foods product line already in stores, which includes a variety of heat-and-serve products, seasoned canned vegetables, cooking bases, hot sauces and fresh greens.

"We are excited to reintroduce the Glory Foods Sensibly Seasoned-Lower Sodium Product line," said Dan Charna, vice president of operations for Glory Foods. "Americans are becoming more health conscious and as so, eating better. We want to provide our consumer with the option of providing their families with a healthier, lower sodium product, but without losing the delicious southern flavor that we are known for."

## Pirate's Booty Unveils New Multi-Pack

Pirate's Booty Aged White Cheddar is a deliciously baked, all-natural snack made from puffed rice and corn and blended with real aged white cheddar cheese. With half the fat and less calories than greasy, fried potato chips, the half-ounce 65-calorie packs are a healthier alternative. Pirate's Booty is also trans-fat and gluten-free! Pirate's Booty Aged White Cheddar half-ounce 12-packs are available nationwide. The suggested retail price is \$6.99.





Wildy Crunchy. Crazy Fun. Insanely Healthy!



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# Bottom Dollar Enters the Greater Pittsburgh and Youngstown Markets



■ OPENING DAY SHOPPERS wait in line for the Bottom Dollar Food store to open February 9 at 750 Butler Crossing Shopping Center, in Butler, PA.



■ Butler County Commissioner Dale Pinkerton and former Pittsburgh player Randy Grossman cut the ribbon at the Bottom Dollar Food store located at 750 Butler Crossing Shopping Center, in Butler, PA.



■ Bottom Dollar Food associates at the store in Ambridge, PA, rally before the grand opening on February 9.

## Opens Seven Stores on a Single Day

A TODAY'S GROCER  
Exclusive Report

Bottom Dollar Food recently celebrated the grand opening of its first 14 stores in the greater Pittsburgh and Youngstown, Ohio, markets. Its first seven stores opened on Thursday, January 26. The grand opening festivities included giveaways of free private brand products to the first 200 customers at each location, free reusable bags, along with guest appearances by former Pittsburgh Steelers players.

"We look forward to opening our

doors to the greater Pittsburgh and Youngstown, Ohio, communities and bringing a new grocery option to consumers," said Bottom Dollar Food President Meg Ham.

"Customers will find Bottom Dollar Food unique because we offer

unbelievably low prices, carry quality private brands and the national brands that matter most, and offer a meaningful, efficient assortment of fresh produce and meat. Additionally, our associates provide our customers an energetic and light-hearted shopping experience."

Bottom Dollar Food grand opening festivities began with a ribbon-cutting ceremony on Thursday, January 26. At each location, former Pittsburgh Steelers players signed autographs and greet customers from 8 a.m. to 9 a.m. Players appearing at each location included: 12012 Frankstown Road, Penn Hills, PA. (Randy Grossman), 1160 Washington Ave., Carnegie, PA. (JC Greenwood), 1155 Washington Pike, Bridgeville, PA. (Louis Lipps), 300 Eden Park Blvd., McKeesport, PA. (Mike Merriweather), 2011 Sheffield Road, Aliquippa, PA. (John Banaszak), 7350 Saltsburg Road, Pittsburgh (Mike Wagner) and 5239 Brownsville Road, Pittsburgh (Robin Cole) Seven additional stores opened on Thursday, February 9, at the following locations, with grand opening festivities starting at 7:30 a.m. at 300 Mount Lebanon Blvd., Castle Shannon, PA, 651 11th St., Ambridge, PA, 750 Butler Crossing Shopping Center, Butler, PA, 196 Bon Aire Plaza, Butler, PA, 890 East Midlothian Blvd., Youngstown, OH, 2649 Glenwood Ave., Youngstown, OH and 3377 Mahoning Ave., Youngstown, Ohio.

With a strong focus on price, Bottom Dollar Food has a "We Won't Be Beat" guarantee, where stores will beat any competitor's price on the same item by a penny. In addition, if a customer is unsatisfied with a purchase, all meats and produce come with a double-back guarantee that ensures an item is replaced and customers are given a full refund. Bottom Dollar Food also offers a double-money back guarantee on all private brand products.

The discount grocer announced the expansion last year, and has created more than 800 jobs through the new store openings. Bottom Dollar Food provides fresh produce



■ Customers wait in line January 26 at the Bottom Dollar Food store at 5239 Brownsville Road in Pittsburgh.



■ Baldwin Borough Councilman Larry Brown welcomed Bottom Dollar Food to the area and wished the discount grocer great success during its January 26 ribbon-cutting ceremony at the store at 5239 Brownsville Road in Pittsburgh.



■ Former professional football player Mike Merriweather signs a customer's shirt at the grand opening of the Bottom Dollar Food store in McKeesport, PA.



■ Customers Anna Marie Kass Elm and Shana Kass shopped the Brownsville Road location and looked forward to exchanging their gold coins for a free bag of groceries.



■ A customer gives a thumbs up as he checks out. His purchase was the first transaction at the Bottom Dollar Food store in Penn Hills, PA.



■ Customers looking for big savings pack into the store located at 1155 Washington Pike in Bridgeville, PA.



■ As a welcome to its new neighbors in the community, Bottom Dollar Food donated \$500 each to more than 50 non-profit organizations, public safety agencies and schools, including Penn-Hebron Elementary School, which was presented its check during the ribbon-cutting ceremony for the store at 7350 Saltsburg Road in Pittsburgh.

and quality meats, pre-packaged deli and bakery items, a variety of dairy selections, along with the most popular national brands, and a large selection of quality private brand products.

"We are very pleased with the reaction of the Pittsburgh and Youngstown communities since we announced our plans to enter these markets," added Ham. "From the hundreds of new associates we have joining our team, to the new customers we'll win who want to save money on groceries, we look forward to growing our business and being a good community partner in these markets."

To reinforce its community commitment to its new market, the discount grocer donated \$10,000 to

the Greater Pittsburgh Community Food Bank. In addition, Bottom Dollar Food donated \$500 to a number of non-profit groups, schools, libraries, and fire and police organizations as part of the grand opening festivities.

Bottom Dollar Food opened its first store in Pennsylvania on October 8, 2010. In addition to its new stores in Pittsburgh and Youngstown, Ohio, Bottom Dollar Food remains focused on continuing to expand in the greater Philadelphia market, which currently encompasses 24 stores in the state of Pennsylvania and five stores in New Jersey. Two new New Jersey locations (Trenton and Cinnaminson) opened on March 2, and a store in Bordentown, NJ is opening on April 13th.



# Dairy & Deli



## Tap into Tapas with Inspired Tapenades From Kelly's Kitchen

New olive-based specialties have been added to the Kelly's Kitchen line of products, inspired by vice president/general manager Kelly Longseth's recent trip to Seville, Spain. A new duo of versatile Olive Tapenades from Kelly's Kitchen adds a Wisconsin note to the classic Provençal specialty. Serve these tapenades as a starter course with crusty bread, pita or crackers, or feature them as a condiment for steak and seafood entrees. Don't be surprised if the flavor combinations inspire you to create your own signature appetizers.

Kelly's Kitchen Traditional Tapenade with Odyssey Feta draws on the classic idea with a combination of quality ingredients. Kalamata olives, green olives, capers, spices and olive oil are combined with crumbled Odyssey Feta. The Feta is a traditional-style brined cheese from Wisconsin. Kelly's Kitchen Mediterranean Tapenade with Goat Cheese blends the flavors of South African Peppadew peppers, black olives, spices and olive oil, topped with crumbled Goat Cheese. The Olive Tapenades are offered in six-packs of six-ounce containers.

## Ethnic and Local Themes Top 2012 Hottest Deli Trends

International fare and regionally produced ingredients are the hottest trends in deli department foods, according to *What's in Store 2012*, the recently released annual trends publication of the International Dairy-Deli-Bakery Association™ (IDDBA). Eighty-two percent of consumers enjoy visiting supermarket delis that feature newer and trendier items, regardless of whether they regularly purchase these items. Delis need to cultivate an image of being "in the know" so that customers are more receptive to new products, trends and menu ideas.

Fresh, local, and organic salads and side dishes are rising in popularity in line with restaurant trends. Ethnic entrees such as chorizo and carne asada, as well as Korean short ribs, Polish kielbasa, carnitas, and Serrano ham are interesting to customers looking for new meal solutions.

Ready-to-eat foods are always popular at the deli. For instance, deli pizzas are trending toward smaller portions, artisan pizzas with regional and ethnic flavors and local produce for toppings. Whole grain crusts, as well as all-natural, organic, and vegetarian options are catering to the newly sophisticated American palette. Rotisserie chicken recipes are joining in on ethnic food trends with flavors like lime-cilantro and chipotle-barbecue. Deli chicken wings and now turkey wings are also popular deli case offerings. Delis are preparing their own signature sauces for the wings.

According to IDDBA research, top trendy ethnic items attracting shoppers in deli sandwich programs/prepared food areas are: crepes (27.6%), chipotle flavors (24.0%), hummus (23.4%), Korean BBQ (22.7%), and empanadas (21.6%). Others mentioned were Vietnamese banh mi sandwiches (10.5%) and stuffed commel cakes known as pupusas (10.0%).

According to Nielsen Perishables Group, deli-shopping households only make an average of 15 trips per year to the deli department. Deli prepared foods captured 85.9% of households buying at least once a year, the highest penetration for a deli category. Consumers are buying more prepared meals at supermarkets, convenience stores, and mass merchandisers that offer convenience, quality, and variety to shoppers. Retailers are responding by making more space for these offerings.

## Crystal Farms Introduces



## Spreadable Cheese Wedge and Pepper Cheese Lines

Crystal Farms, the third-largest cheese company in the U.S., has announced the addition of two new varieties of cheese to its growing array of product offerings. The new items include a line of pepper cheeses and spreadable cheese wedges, all of which are available in stores now.

Crystal Farms' spreadable cheese wedges come in three flavors, including Light Creamy Swiss, Light Garlic and Herb, and Light Jalapeño Pepper. At just 30 calories per serving, the cheese wedges are a delicious, healthy snack - perfect for spreading on crackers, melting on vegetables, or enjoying on the go. The four-ounce wedges come individually wrapped and are available in packages of six.

Crystal Farms' pepper cheeses, available in eight-ounce packages of chunks and slices, come in three flavors, including Roasted Red Pepper, Pepper Jack, and Jalapeño and Habanero Jack. The level of hotness, ranging from mild to hot, is noted on each product label.

"Crystal Farms is committed to product innovation and variety," said Hollie Schroeder, Marketing Manager for Crystal Farms Cheese. "Our new lines of spreadable wedges and pepper cheeses further that commitment by giving our customers even more delicious choices and flavors to enjoy."



## Reser's Hidden Valley Original Ranch Potato Salad Debuts

Reser's has announced a new potato salad flavor that combines two family favorites - potatoes and Ranch dressing. Reser's American Classics™ Ranch Potato Salad, with the distinct flavor of Hidden Valley® Original Ranch® Seasoning Mix, provides delis with a breakthrough product idea sure to grow category sales and customer traffic.

"Shoppers look for brands they know and trust," says Teresa Carter, category brand manager. "Reser's is the biggest national brand of salads and Hidden Valley is the #1 Ranch dressing. No doubt this will create consumer excitement at point of sale and increase overall deli sales."

According to the Association for Dressing and Sauces, Ranch dressing has been the best-selling salad dressing in the United States since 1992. Extensive consumer tests indicate significant purchase interest. Shoppers love the combination of Reser's proprietary potato mix with Hidden Valley's familiar tangy Original Ranch flavor. Hidden Valley is the long time leader in ranch salad dressings by a 2 to 1 margin, making for a perfect marriage of two national leaders.

Consumers can find the new American Classics™ Ranch Potato Salad in retail deli departments across the country. The potato salad is available in 16 ounce and 3 pound containers ranging from \$2.99 to \$7.99 suggested retail price.

## Salads of the Sea



## Lobster & Seafood Dip and Shrimp Salad Swim Ashore

Salads of the Sea has debuted two all-new products. Lobster & Seafood Dip, a blend of lobster, shrimp, and imitation crab meat with lemon, butter and spices, and Shrimp Salad, with a hearty helping of shrimp, flake-style imitation crab, celery and a hint of dill, will be now available.

Developed from a number of product testings, combined with consumer feedback, this marks the first time Salads of the Sea has incorporated lobster in any of its products. With the price of fresh lobster diving below that of some deli meats, Salads of the Sea is using the opportunity to offer it at an attractive price for consumers. And with the popularity of Salads of the Sea's different salads, the company has expanded the line to include shrimp, as well.

"We're constantly looking for new ingredients and combinations to enhance and expand our line of fresh and innovative products," said Emily Alfano, Director of Marketing and New Product Development for Future Food Brands.

Salads of the Sea dips, salads and spreads are now sold in 100 percent recyclable and BPA-free oval containers, which are microwave and dishwasher safe. These allow consumers to "spread the flavor" with no preparation required, making it easy to buy, eat, and, if anything's left, re-seal to enjoy later.



## La Terra Fina All Natural Quiche Sports New Look, Adds New Variety

Breakfast, the most important meal of the day, just got tastier.

La Terra Fina, a leading manufacturer of all-natural refrigerated foods, has expanded its quiche lineup with a traditional Quiche Lorraine. The rich and savory tart made with egg whites, real bacon and Swiss cheese originates from Lorraine, a region of Northeastern France. Today, Quiche Lorraine has expanded well beyond its European beginning and it is a crowd pleaser at any time of day.

The original quiches, Spinach & Artichoke and Cheddar & Broccoli, are made with the same all natural egg whites, cheeses and milk. Consumers will now enjoy Swiss cheese and enhanced seasonings in the Spinach & Artichoke Quiche and the Cheddar & Broccoli Quiche offers more sharp cheddar cheese and broccoli florets. The refrigerated quiches are currently available at Costco in a 46 oz. two-pack and retail for \$10.99.

Tim Ramsey, General Manager/COO at La Terra Fina, said he is pleased with the new look and flavor profile of the quiches.

"We believe our customers are going to love the added fresh ingredients and natural flavors of the new quiches," Ramsey said. "Lorraine is a perfect addition to the line because it's a classic and the popularity of real bacon has been increasing for the last few years. We reformulated the existing products to improve the overall quality and taste of the products."

According to the USDA, 44 percent of Americans eat breakfast and another 93 percent of them believe it's the most important meal of the day. La Terra Fina's expanded line of refrigerated quiche meals offer a convenient, natural option - whether you prefer your quiche for breakfast, brunch or dinner.



■ TIM RAMSEY



# It's No Secret

## In Life and Business, Felino Macias is a Success – Many Times Over

Story and Photos By –  
**DENNIS KANE and IVONNE CUTIE**

**F**ew individuals are so lucky in both business and in life that they can claim the enviable track record of prominent Miami retailer, Felino Macias, owner/operator of Extra Supermarket. The prominent West Dade shopping destination located at 12890 SW 8 Street has long been popular with not only Cubans, but also many other shoppers of Central and South American backgrounds.

Macias has been in Florida for some time now, but, has also enjoyed lengthy careers in New Jersey and his native Cuba.

Macias originally hails from San Antonio de los Baños. Felino, above all else, is a worker. In Cuba, from an early age, he was a both a farmer and later a butcher. He arrived in the U.S., January 26, 1970, and

went to work as a butcher at El Oso Blanco Supermarket in Miami. He left that job five months later to join his brother Ruben, operating a truck.

He long-desired to own his own butcher shop, and it wasn't long before he reached his first goal. He opened up a 1,200 sq. ft. meat shop in Union City, New Jersey – 3 Hermanas (The 3 Sisters). When he and his wife Mirta had their fourth daughter, he sold his first market and opened 4 Hermanas (The 4 Sisters). Two years later, upon the birth of yet another daughter he sold this store and opened Macias e Hijos. Beginning as strictly a butcher shop, Felino continually added departments and amenities to his stores, becoming a traditional supermarket operator he became extremely popular and successful while in New Jersey. But, again the desire to do even more, encouraged him to conquer new fields and he sold these business, leaving the food industry

for seven years and operating a moving company force six years. He would again get the 'itch' to do more, and he and his family packed their bags and headed to the Sunshine State.

While in Orlando, he opened Macias e Hijos in Orlando Connection Plaza and found success with this store for a few years before the desire to return to New Jersey resulted in a move back to Union City. It was here that he opened another Macias e Hijos on Bergerline Avenue, a major commercial district in the North Hudson section of Hudson County. The busy north-south street passes through Union City, West New York, Guttenberg, and North Bergen. He sold Macias e Hijos and opened three Extra Supermarkets which he operated in West New York, Newark and Clifton.

Felino has never been afraid of work. In fact he loves working so much that you will find him in his store every day. Opening in the morning... and closing in the evening, taking a 'siesta' in mid-afternoon, before returning to work. By his own count, the successful entrepreneur, has owned and operated twenty-one different endeavors.

Today, his large Extra Supermarket in Miami thrives as a family operation. Felino and his wife of 42 years, Mirta are the proud parents of six daughters: Concepcion, Natalia, Carmen, Ana Gloria, and twins Milagros and Mirta. Mom works in the office watching over the finances. Milagros works in the store's accounting department and Mirta works in the offices, as well.

Primary supplier of Extra Super-



■ Longtime retailer, Felino Macias, is owner-operator of Extra Supermarket located at 12890 SW 8 Street in Miami, Florida.



■ Felino Macias and his wife of 42-years, Mirta, pictured with their Produce Manager, Joaquin Garcia (left).



■ Felino Macias pictured with Associated Grocers of Florida, V.P. of Business Development, Amaury Portela.



■ Felino Macias and Jorge Milan pictured in the prepared foods department with store associates Rafaela Roca and Cynthia Rodriguez.



■ Felino Macias (third, left) and Meat Department Manager, Jorge Milan (fourth from right) along with team members: Arev Manuel, Yuniel Delgado, Enrique Vidal, Benjamin Orellana and Ramon Manzano.

market is Pompano Beach-based Associated Grocers of Florida, Inc., who works closely with Macias and his store team, to assure that the store is more than competitive when going up against other competitors, including the large chains.

Don't ask him what is the secret his success. "It's my secret." He

says with a twinkle in his eye.

"I believe in selling at low cost," he recently told TODAY'S GROCER. "Why sell expensive?" So far, this philosophy seems to be working. He says, "A man will create his dream. A monkey will try to duplicate it. But, no one can compete with Macias."





**■ NAVARRO DISCOUNT PHARMACY** - the largest Hispanic-owned pharmacy chain in the U.S., celebrated the Grand Opening of its new Store #35, March 8, at 15825 Pines Boulevard in Pembroke Pines, Florida. The new 16,000 sq. ft. store located in Westfork Plaza marks a return for the chain to the Broward County area after an absence of about two years. It marks the thirty-first store for the company.

## Navarro Discount Pharmacy Celebrates Opening of Pembroke Pines Store

A TODAY'S GROCER Exclusive Report

**N**avarro Discount Pharmacy, the largest Hispanic-owned pharmacy chain in the U.S., celebrated the Grand Opening of its newest store, March 8, at 15825 Pines Boulevard (just west of I-75) in Pembroke Pines, Florida. The new 16,000 sq. ft. store marks a return for the chain to the Broward County area after an absence of about two years. The new store - the 31st for the company - features numerous products that cater to the local Hispanic community.

The new store features a large fragrance department, beauty products, nail & hair care departments, appliances, food/beer/wine department, a large refrigerated section, self-service Kodak Center, ATM Machine, Florida Lottery, OTC Health Solutions counter, and the company's hallmark Pharmacy featuring Children & Pediatric Rx Drop-off and pick-up. Prominently featured throughout the store is the company's recently introduced Vida Mia™ line, the first such of brand of products which crosses all product categories.

The first 100 customers on opening day received free shopping bags filled with products. Grand Opening activities storewide included: a mariachi band, an appearance by the Corona Girls, entertainment, free product samplings and free health screenings. Mt. Sinai Heart Institute held cholesterol screenings and Dade Medical College conducted blood pressure, glucose, cholesterol and weight screenings. On Saturday between 11:00 am - 3:00 pm it was Family Fun Day with face painting and lots of vendor demonstrations. The company will continue with heavy demos at the store during its first couple of months in operation.



**■ NAVARRO DISCOUNT PHARMACY** COO Jim Thatcher, Store #35 Manager Alys Carvajal, Navarro Marketing Manager Melanie Mendoza and Regional Manager - Operations, Carlos Galan.



**■ NAVARRO DISCOUNT PHARMACY** CEO Juan Ortiz (holding microphone) pictured with City of Pembroke Pines Commissioner Jay Schwartz, Mayor Frank Ortis, and Navarro Store #35 Manager, Alys Cavajal.



**■ NAVARRO DISCOUNT PHARMACY** COO Jim Thatcher, Juan Compres (Coral Gables Store Manager), Reg. Mgr. Yuniel Rodriguez, Director of Pricing & Analytics Jon Bookman, and Dir. of Safety & Loss Prevention Jose Ramon Cruz.

The new store is one of three within the company participating in a pilot program - Free Technology for Schools Program. Schools within a three mile radius of participating Navarro locations have the opportunity to register. For every \$5,000. receipts collected and turned in, the schools will receive \$500. in Navarro Technology Bucks. In addition to the Pembroke Pines location, other stores currently participating in the program include North Miami and Homestead. The program runs through April 30, 2012.

Crowds were drawn to the grand opening by a series of ad circular mailings, including a "coming soon" mailing, followed



**■ NAVARRO** COO Jim Thatcher (center) pictured with Gregg Young and Amaury Portella, Associated Grocers of Florida, Inc.

by a general grand opening mailing and it worked, as a long line of shoppers were waiting for the Grand Opening ceremony to begin.

The company projects an additional new store to be opened by the end of 2012. Additionally, four stores are scheduled to be remodeled during the year.

Headquartered in Miami, Florida, Navarro Discount Pharmacy was founded in Havana, Cuba in 1940 and opened its first store in the U.S. in 1961. With 31 stores and approximately 1,300 employees in Miami, Navarro is the largest Hispanic-owned drugstore chain in the U.S. The stores cater to ethnic markets and further differentiate themselves by offering many products and services that are not found in traditional drugstores such as wireless phones, designer fragrances and in-store healthcare clinics.



**■ CUSTOMER SERVICE CLERK** Anna Delgado.





■ Customers will appreciate the self-service Kodak Center.



■ SHOPPING TRANSACTIONS at the new Pembroke Pines Navarro will be speedy and accurate thanks to state-of-the-art technology incorporated into the front-end checkouts by systems provider, Tecnica, Doral, FL.



■ PHARMACY MANAGER – Lianed Fernandez, R. Ph.



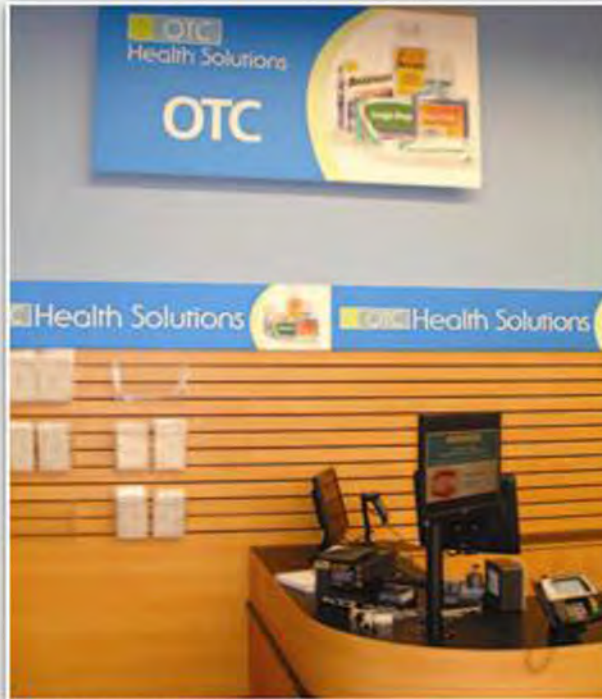
■ OPENING DAY SHOPPERS crowd the front-end of their new Pembroke Pines Navarro.



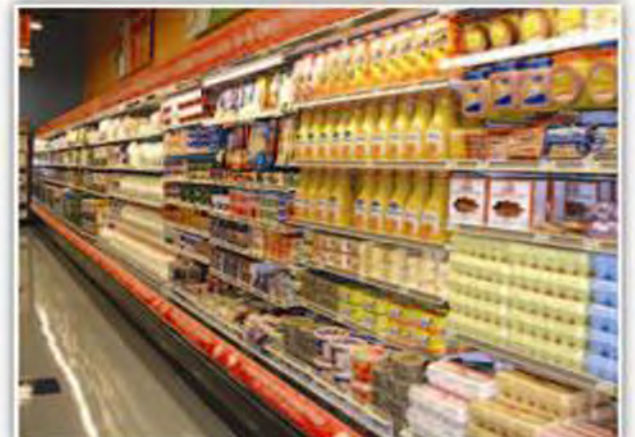
■ FLOWER'S BAKING COMPANY representative Juan Colome pictured with Navarro Marketing Manager, Melanie Mendoza.



■ VIDA MIA – Navarro Discount Pharmacy COO Jim Thatcher holds a bottle of new 96 fl. oz. Vida Mia Vegetable Oil. Vida Mia is the first 'house brand' that crosses all product categories. Currently Navarro features 300 SKU's of Vida Mia brand products. A total of 1,300 SKU's for the brand are projected.



■ OTC Health Solutions counter





## Barbara Thomas Named WGA 'Woman of the Year'

Continued from PAGE 2

length with each director to write departmental policy and procedure manuals, which are updated annually. In addition to serving as Director of Training, she also served as Director of Front-End Operations for the company from 1991 until mid-1992.

Today, the company operates 104 locations throughout southeastern Kentucky, southwestern Virginia and northeast Tennessee and employs almost 13,000 associates. Every associate is now required to complete a series of on-line training courses, ranging from training programs tailored for their specific job functions and departments to basic orientation, company philosophies, food safety and other industry guidelines. As Director of Training, Thomas has overseen the creation, implementation and development of scores of comprehensive training programs throughout her career, including the company's library of training videos, customer service training programs, management and supervision training programs, centralized training center, computer based training system, food safety pro-

gram and annual leadership conference

Thomas is also extremely dedicated to her family and active within the community and local church, volunteering her time and talents to assist with a number of special events and charitable organizations, including Food City Race Night, United Way Celebrity Bagging, Santa Pal's, Santa Train, Race to GED and many others. She is a member of Women Grocers of America and FMI's Future Connect committee.

"I have the most wonderful job in the company because I get to be involved with every department," says Thomas. "The best part of my job is watching a new, young manager succeed. Many of them have so much potential, but just haven't grasped everything they need to know to advance to the next level. When they do, that's when I'm rewarded the most."

Throughout her 37 years of employment, Thomas has helped guide and mold the careers of countless associates within the company. She received her award at the recent NGA Annual Convention, held in Las Vegas, Nevada.



## Easy Gourmet Treats with Babycakes

The Babycakes line of small baking appliances are perfect for making homemade sweets in no time! Babycakes makes it easier than ever for hostesses to create gourmet treats to impress their guests with minimal kitchen time. Whether it's trendy cake pops for a bridal shower dessert, individual quiches for Sunday brunch or homemade donuts for a mom-to-be, Babycakes has an option for all occasions. Each appliance comes with all the necessary tools for baking and decorating, as well as

suggested recipes.

All Babycakes appliances retail under \$30 and are available nationwide. The complete line of Babycakes appliances that can build sales for you include: NEW Heart-Shaped Waffle Maker (MSRP \$29.99); NEW Chocolater Mini Dipper (MSRP \$9.99); Original Cupcake Maker (MSRP \$29.99); Cake Pop Maker (MSRP \$24.99); Donut Maker (MSRP \$24.99); Pie Pop Maker (MSRP \$29.99); Pie Maker (MSRP \$29.99) and Whoopie Pie Maker (MSRP \$29.99).

## Sprouts Farmers Market and Sunflower Joining Forces

Continued from PAGE 1

ected 2012 annual revenues approaching \$2 billion.

Sprouts is majority-owned by investment funds affiliated with Apollo Global Management, LLC including its affiliate AAA Investments, L.P. Sprouts is operated by the Boney Family and an executive team with many years of collective experience in the grocery business. Sunflower, co-founded in 2002 by Libby Cook and Randy Clapp, is privately owned by the co-founders, management and KMCP Advisors, a provider of private expansion capital. The combined company will continue to be majority-owned and controlled by Apollo.

Andrew S. Jhavar, a Senior Partner at Apollo and Co-Head of Apollo's Consumer and Retail Industry Group, said, "We feel incredibly fortunate to be able to bring together the management and operations of these two growth-oriented grocery retailers who focus on natural and organic products."

In doing so, Sprouts will become an even better company offering more value to the nearly 1.5 million customers who regularly

shop at the combined company's stores. This is a combination that makes great sense given the rapid growth in demand for natural and organic products and the complementary nature of the geography of the two companies. Apollo is excited to support Sprouts' dynamic management team and to help the company prepare for continued growth throughout the United States."

Stan Boney, Chairman of the Board of Sprouts, said, "Andy and the team at Apollo have been very supportive in helping us to continue to grow our company. Sprouts is now making a meaningful contribution to the lives of almost 10,000 employees and millions of customers, who appreciate the value offered in our stores. Sprouts has come a long way from its beginning only 10 years ago."

Chris Sherrill, Sunflower President and CEO, said, "This is an exciting development. Over the past 10 years, both Sprouts and Sunflower have offered healthy food at a great value, while providing a friendly shopping experience in an easy-to-navigate store format. Merging the resources and talents of both companies means we'll be able to accelerate

new store growth and optimize our offerings. I'm confident that both Sunflower and Sprouts customers and employees will be impressed with the evolution and advancement our companies can achieve together."

### DEEP ROOTS

Sprouts traces its lineage back to Henry Boney, a San Diego entrepreneur who in 1943 opened his first business, a fruit stand at the corner of 71st and El Cajon Boulevard near La Mesa. Over the years, he and his family started and sold many retail businesses, including Speedee Mart, Boney's and Windmill Farms. Boney was also well known in San Diego political and charitable circles and was elected to the San Diego County Board of Supervisors.

The second generation of Boney's stores were opened in 1969 by Henry's sons, Stan, Steve, and later Scott. The name was changed to Henry's Marketplace in 1997. The Boney family ran Henry's until 1999, when the stores were sold to Wild Oats Markets, Inc., which later sold them again.

Henry's son, Stan, and his grandson,

Shon, along with family friends Kevin Easter and Scott Wing, returned to the natural foods business in 2002 when they opened the first Sprouts Farmers Market store in Chandler, Arizona.

Sprouts grew rapidly, and just 10 months ago reunited with Henry's in a merger sponsored by Apollo. Sprouts currently operates 104 stores across Arizona, California, Colorado and Texas, including two stores in Temecula, California, that still operate under the Henry's name.

Sunflower was originally co-founded in 2002 by Libby Cook and Randy Clapp, also co-founders of Wild Oats. Sunflower grew rapidly in New Mexico, Colorado and Arizona, and eventually pushed into new markets such as Nevada, Utah, Texas, Oklahoma and California.

"Given our continued growth," added Stan Boney, "I can't help but think about how my father would have reacted. He would certainly recognize his handprint in both Sprouts and Sunflower, and I think he'd be amazed at everything that we've been able to accomplish in such a short time."

## BI-LO and Winn-Dixie Complete Merger

Continued from PAGE 1

same banners that their customers have come to trust. The company does not expect any store closures as a result of this combination.

"With the merger of BI-LO and Winn-Dixie now complete, we can begin delivering on this exciting combination for the benefit of our customers, team members and communities," said Randall Onstead, CEO and President of BI-LO Holding, the parent company of BI-LO and Winn-Dixie. "Together, we are a stronger company that will be focused on meeting and exceeding our customers' expectations by offering even greater value with the service and shopping experience that they have come to expect."

The company will eventually be headquartered in Jacksonville, which is centrally located within its eight-state operating area. While both companies enjoy a strong her-

itage of support from their local communities, the Jacksonville-based infrastructure is best positioned to host the combined BI-LO and Winn-Dixie support center, corporate office and distribution facilities. At the same time, the company plans to maintain a strong regional presence in Greenville both in regard to distribution and local store support needs.

In a written statement, BI-LO LLC President Mike Byars said, "We have exciting news to share with you! On March 12, BI-LO announced the completion of its merger with Winn-Dixie, another leading Southern grocery chain headquartered in Jacksonville, Florida. We are thrilled to be the 9th largest supermarket chain in the country, and the great news is that you can expect very little to change at your neighborhood BI-LO supermarket."

"Because our territories have no

overlap, there are no planned store closings as a result of this merger. In fact, combining the companies will make BI-LO and Winn-Dixie stronger and more competitive in their respective markets.

"We've worked hard the past several years to reinforce that BI-LO is the place to come for "Savings Without Sacrifice." Our commitment to you is real savings and real freshness, from our famous Walter's outstanding Produce to our popular fuelperks!™ Rewards program that saves you money on gas just for shopping at BI-LO. That commitment will not only continue, and you can expect the great service you have come to expect will now be even greater with the resources of our combined companies supporting us."

"We also announced that the headquarters for the combined company will be located in Jacksonville. After a thorough review

process, we determined that this is a practical move based on Jacksonville's central location within our combined territory, and the established infrastructure Winn-Dixie has in place that can support strong growth while very effectively serving the needs of both brands. Rest assured that BI-LO will continue to have a strong and meaningful presence in our hometown of Mauldin, South Carolina. This announcement will not change BI-LO's commitment to making a positive impact on lives across our footprint. We're proud of our contributions and remain committed to the people and communities we serve.

"This is an exciting time for BI-LO, for our thousands of hard-working teammates and for you, our loyal customers. We thank you for your business, and we remain committed to earning your trust each and every day," Byars concluded.

On December 19, 2011, BI-LO and Winn-Dixie announced that the companies had entered into a definitive agreement under which BI-LO would acquire all of the outstanding shares of Winn-Dixie stock at a price of \$9.50 per share. As a result of the completion of the merger, Winn-Dixie's common stock has been delisted from NASDAQ.

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



# Publix Opens Viera Hybrid Concept Store

A TODAY'S GROCER Special Report

**P**ublix opened its new Viera area hybrid concept store, March 17. The store is located at the new Publix Stadium Corners at Viera located at 5380 Stadium Parkway in Rockledge, Florida. The 56,000 sq. ft. Publix offered conventional items combined with an abundant selection of earth-friendly, all-natural and organic products for customer convenience. The unique mix of traditional and specialty products will make it a destination for food-savvy shoppers in Rockledge and surrounding areas.

Heading the staff of Publix #1398 is Store Manager Marsha Singh. She is assisted by members of her key management team, including: ASSIST. STORE MGR. – Dennis Broughton, GROCERY MGR. – Tim Kadlec, BAKERY MGR. – Cindy Rogell, DELI MANAGER – Susan Whipple, PRODUCE MGR. – Joe Hankins, MEAT MGR. – Bill Morse, PHARMACY MGR. – Mina Tawadros, R. Ph. and CUSTOMER SERVICE MGR. – LeAnn Castner.

"Customers continue to look for a variety of all natural and organic products and services while seeking traditional items on their shopping list," Dwaine Stevens, media and community relations manager for Publix told TODAY'S GROCER. "Our new Stadium Corners Publix will exceed customer expectations with an elegant environment, expanded product mix and premium service." A few highlights of the store include:

**THE PRODUCE DEPARTMENT** has been expanded to carry both organic and conventionally grown fruits and vegetables, including a selection of exotic choices from around the world and the season's best from just down the street. The full-service floral department offers everything from the classic elegance of a dozen roses to bouquets bursting with fresh blooms to pots of lushly colored flowers. Floral specialists are available to create memorable arrangements for that special occasion.

**THE BAKERY DEPARTMENT** offers a mouth-watering array of cakes, cookies and pies as well as an assortment of chocolate-dipped items. In addition to traditional breads and rolls, an expanded selection of shicacia and flatbreads will be offered. Customers will find a selection of bakery items made with all-natural ingredients, including mini desserts, muffin tops and cookies.

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

The store features a large selection of freshly-prepared foods created in-house daily. Customers will be able to choose from a wide variety of chef-inspired appetizers, entrees and side dishes. Specialties include Cedar Plank Salmon, Twice Baked Potatoes and Grilled Asparagus with Vinaigrette and Bleu Cheese.

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

Customers can visit the Café at the front of



■ **PUBLIX SUPER MARKETS** opened its new Viera area hybrid concept store, March 17. The store is located at the new Publix Stadium Corners at Viera located at 5380 Stadium Parkway in Rockledge, Florida. The store is near Space Coast Stadium the spring training home of the Washington Nationals baseball team as well as the regular season home of the Brevard County Manatees of the Florida State League. Included in the Stadium Corner Shopping Center directly adjacent to the Publix Store is a Publix Liquor Store, open seven days a week.



■ **Transportation is provided for even the littlest of shoppers!**



■ **THE BAKERY DEPARTMENT** offers a mouth-watering array of cakes, cookies and pies as well as an assortment of chocolate-dipped items.



■ **THE WINE DEPARTMENT** features an expanded variety of premium and specialty imported and domestic wines, along with a large selection of champagnes and sparkling wines. The selection also includes fine wines made with organic grapes. Wine specialists are available to assist customers in finding the perfect wines to pair with their food selections.

the store, which features coffees, espressos, lattes, teas, gelato, gelato smoothies and assorted pastries. There is a seating area inviting customers to sit, relax and enjoy one of the many selections featured. This area is

equipped with free Wi-Fi service.

**THE EVENT PLANNING CENTER**, staffed by an event planning specialist, can assist customers in planning every detail for any special occasion. Event planners will ensure

all items are pulled together for the gathering, including placing orders for cakes, platters, beverages and floral arrangements and making suggestions that will perfectly complement every themed event.

**THE WINE DEPARTMENT** features an expanded variety of premium and specialty wines from the United States and around the world, along with a large selection of champagnes and sparkling wines. The selection also includes fine wines made with organic grapes. Wine specialists are available to assist customers in finding the perfect wines to pair with their food selections.

**APRON'S SIMPLE MEALS** offers customers two recipes each week. Meals clerks will conduct live cooking presentations in the built-in kitchen area where recipes are demonstrated on a daily basis. All of the ingredients for these recipes will be found in the Apron's Simple Meals case located directly next to the kitchen. Also available are high-quality cookware to help customers have fun and save time in the kitchen.

**A FULL-SERVICE MEAT DEPARTMENT** allows customers to have their order cut any way they like and trimmed to perfection. The case features a variety of fresh meats, including a selection of those that are antibiotic free or hormone free.

**A FULL SERVICE SEAFOOD DEPARTMENT** offers fresh seafood delivered through out the week. It included wild- and farm-raised varieties of fresh fish as well as an extensive variety of shellfish options, including lobster. An expanded sushi counter includes sushi made with brown rice.

In addition to a **FULL-SERVICE PHARMACY**, there is a dedicated body care section which stocks customers a wide selection of natural and conventional vitamins, minerals and supplements. A body care specialist will assist customers with their selections. A HealthNotes kiosk provides customers with information on health solutions, vitamins and supplements.



■ **The unique mix of traditional and specialty products will make it a destination for food-savvy shoppers in Rockledge and surrounding areas.**



■ **A wide selection of pre-packaged healthy nuts and snacks.**



■ **A CERTIFIED CHEESE SPECIALIST** is on staff to assist with selecting and pairing cheeses with other foods and beverages.



■ **GELATO for every taste.**



# Wines & Beers

## Jim Beam Expands Bourbon Portfolio



Jim Beam is expanding its world-leading bourbon portfolio with two new Red Stag by Jim Beam expressions hitting shelves nationwide now - Red Stag Honey Tea and Red Stag Spiced. This announcement comes two years after one of the most successful bourbon launches of the past decade - Red Stag Black Cherry. Red Stag Honey Tea and Red Stag Spiced, like their predecessor, use signature Jim Beam four-year-old bourbon - the world's number one bourbon - as a base, but instead of black cherry, the new expressions are honey tea and cinnamon flavored. All three Red Stag offerings provide a mixable, approachable spin on America's native spirit.

"My family has a history of making bold choices by consistently challenging itself to embrace innovation while honoring the tradition of our world famous bourbon," said Fred Noe, Seventh-Generation Jim Beam Family Distiller and great-grandson of Jim Beam. "We've done a great job of pushing the envelope and trailblazing the innovative bourbon category while still staying true to our roots with an authentic 80-proof, Kentucky Straight Bourbon Whiskey."

While some flavored bourbons and whiskeys use liqueur to alter their flavor - all three Red Stag expressions are 80-proof bourbons, infused with natural flavors through a unique artisanal process. Red Stag Honey Tea offers a warm, rich taste with a hint of honey and tea for just the right amount of sweetness, while Red Stag Spiced enhances the bold bourbon with flavors of cinnamon and spice.

"The Red Stag brand has broken barriers and driven new consumers toward bourbon, including women who may have previously shied away from brown spirits."

said Rob Mason, U.S. Senior Director of Bourbons, Beam Inc. "We're proud that we were the first to address that trend with the launch of Red Stag Black Cherry, and now with Red Stag Honey Tea and Red Stag Spiced. We look forward to helping new and old bourbon drinkers make the bold jump into the bourbon category."

The two new additions to the Red Stag portfolio have received glowing recommendations from industry experts. According to Tony Sachs, spirits writer for The Huffington Post, "The Honey Tea is a nice combination of sweet, tangy honey with dry, slightly bitter tea, while Spiced has a nice cinnamon edge to it."

Red Stag by Jim Beam is available now for a suggested retail price of \$17.99 for a 750ml bottle.

## The Perfect Purée of Napa Valley Launches New Flavors



Tracy Hayward, CEO of The Perfect Purée of Napa Valley has announced the addition of three new flavors to the company's Beverage Artistry™ product line: Thyme & Citrus, Thai Basil & Black Pepper and Chipotle Sour. As mixologists continue to seek complex flavor profiles for innovative cocktails and beverages, the new flavors provide sour, savory and surprising twists that are sure to excite the palate and impress guests. These blends offer unique combinations that add an element of complexity to cocktails that can be made with ease.

"While our Beverage Artistry line has always delivered innovative flavor profiles designed for bar use, our goal was to create culinary-inspired beverage blends with these new flavors," said Hayward. "We believe the addition of these new blends brings our line unparalleled uniqueness in the beverage mixer category." The new flavor offerings include:

**Chipotle Sour:** Spice up your bar repertoire with this smoky blend of chipotle, mesquite and citrus flavors. The earthy spiciness is an exquisite balance of heat and smoke.

**Thai Basil & Black Pepper:** Tantalize and delight with Thai basil and black pepper notes. This blend is a passport for the palate - creating exotic and destination cocktails has never been easier!

**Thyme & Citrus:** This savory blend of thyme and citrus will elevate classic cocktails and inspire new flavor combinations.

The new flavors join the existing line-up of Beverage Artistry™ blends: Yuzu Luxe Sour, El Corazon, Mojito, Passion Colada and Red Sangria.

## Re Midas by Cantina di Soave Debuts New Look

Re Midas, by leading Veneto producer Cantina di Soave, debuts new packaging for its award-winning Soave and Corvina wines. Distinctively elegant, the packaging has been carefully re-designed to reflect the superior quality of this line of estate-bottled wines. The fresh look is an attractive upgrade, offering a premium presentation from cap to label. New elements include a taller bottle shape, satin texture labeling with fine, hot-gold stamp detailing and a Stevlin screwcap closure for freshness.

Award-winning Re Midas wines are exceptionally well-balanced, fruit-forward and truly showcase the essence and unique terroir of Italy's famed Veneto region. Re Midas Soave has received unanimous acclaim from the press. Imported by MW Imports, Re Midas wines are available nationally for \$9.99.



## Four Loko Debuts Three New Flavors

Phusion Projects, LLC has announced the arrival of its latest Four Loko XXX Limited Edition flavor - Strawberry Lemonade - and two new Four Loko flavors - Coco Loko and Peach.

Strawberry Lemonade replaces the current Four Loko XXX Limited Edition flavor, Blueberry Lemonade. Four Loko's XXX Limited Edition series was created to meet consumer demand for new products by providing a single new flavor every few months.

Coco Loko, a coconut-flavored variety, and Peach are the two hottest flavors in the spirits world and Phusion will be adding them to the Progressive Adult Beverage category as part of the of the Four Loko product line just in time for summer. Blue Raspberry and Orange Four Loko will be retired from the product line, as will Blueberry Lemonade.

"We are continually improving our product line and the flavor profiles that we give to consumers," said Chris Hunter, one of the co-founders of Phusion Projects. "Fans of Four Loko continue to have a variety of choices for how to enjoy our products. These three new flavors have all been specifically requested by our fans and are just the latest in a variety of innovative product introductions coming from Phusion Projects."

As with all Phusion Projects products, the new flavors are flavored malt beverages that do not contain caffeine or other stimulants. These three products are 12% ABV and come in 23.5-ounce cans.



## Vintage Original Cocktail Mixers

### Powell & Mahoney Debuts the First All-Natural Mixer

Powell & Mahoney, Ltd. brings the authentic and classic flavors, style, and spirit of America's great, original cocktails to the home entertainer in a line of easy to use, all-natural and organic cocktail mixers.



Small batch-crafted using only the finest all-natural ingredients, along with pure cane and organic cane sugars and agave, Powell & Mahoney Vintage Original Cocktail Mixers™ provide the clean, classic, authentic flavors of cocktails made from scratch.

A current line-up of all-natural flavors includes Bloody Mary, Margarita, Mojito, Cosmopolitan, Peach Bellini, Red Sangria, Sour Mix, and three unique flavors to the category - Ginger, Hot Toddy, and Low-Calorie Margarita. Powell & Mahoney also offers a pure cane sugar Simple Syrup, for at-home entertainers who want to try their hand at some "from scratch" cocktail creations.

Standouts include the spicy, unique all-natural Ginger mixer, which works both as a cocktail mixer for the perfect Dark & Stormy, Irish Whiskey HiBall, and more, but that is also perfect by itself over ice as a sippable, soothing beverage when just plain tea won't do.

"We understand that people aren't going out as much these days and they are looking for Value and Quality more than ever," says Brain Powell, co-founder of Powell & Mahoney. "We wanted to produce something that would be easy, of superior quality, more affordable than any other premium mixer and provide more consistent results than making these cocktails from scratch. It's a perfect mixer for a perfect at home cocktail...made just the way you like it! Our mixers are absolutely the most delicious on the market and with a suggested MSRP of \$6.99 to \$7.99 - they're priced just a little more than any run-of-the-mill mixers. In the world of home entertaining, our mixers are at the center of it all...the starting point for a great party at home."



## The Bushmills Distillery Introduces Bushmills Irish Honey

The makers of Bushmills Irish Whiskey, one of the oldest names in spirits announced the launch of Bushmills® Irish Honey. This new, original blend was created with Bushmills Original Irish Whiskey, triple-distilled with the finest malted Irish barley and pure Irish water. Bushmills Irish Honey has an added touch of Irish honey resulting in a new blend rich in aromas and flavors, topped off with a warm finish.

With a heritage deeply rooted in authenticity and quality, Bushmills Irish Whiskey has maintained its reputation across hundreds of years as a true Irish whiskey produced and aged at Ireland's oldest working distillery.

Embodied in each blend of Bushmills Irish Whiskey

is the distillery's longstanding tradition of celebrating friendships and enduring kinships.

Triple-distilled Bushmills Irish Whiskey is made with the finest malted Irish barley and pure Irish water, and is the only Irish whiskey brand that offers a full range of blends and single malts - all of which share rich, mellow, and distinct Bushmills characteristics: Bushmills Original Irish Whiskey; Black Bush Irish Whiskey, Bushmills 10-Year-Old Single Malt Irish Whiskey, Bushmills 16-Year-Old Single Malt Irish Whiskey and the rare Bushmills 21-Year-Old Single Malt Irish Whiskey, and now Bushmills Irish Honey.

"In creating Bushmills Irish Honey, I wanted to make

a blend that had a smooth finish enhanced by warm characteristics, and that maintained the great taste and aroma of our original blend," said Bushmills Master Distiller, Colum Egan. "We knew that Irish honey, in the right quantity, would be the perfect ingredient to bring the blend to life."

Following the practice of creating blends that have been enjoyed for centuries, Egan has overseen the entire process of distilling Bushmills Irish Honey and believes the new variant is the perfect addition to the Bushmills collection.

Bushmills Irish Honey will be available exclusively in the United States for a limited time.



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### Celebrity Cooking for a Cause

## Over 50 Stars Share their Favorite Childhood Recipes

Loukoumi's Celebrity Cookbook  
By: NICK KATSORIS

We all have a favorite childhood food that immediately conjures up carefree afternoons, endless days, and feelings of melt-in-your-mouth pleasure and comfort. Is yours buttered cinnamon toast? Your mama's potato salad? After-school English muffin pizzas?

Now, Nick Katsoris, author of the acclaimed and award-winning children's book series featuring Loukoumi the fluffy lamb, has gathered the favorite childhood recipes of more than 50 celebrities in his delightfully illustrated new cookbook for children and their families, **Loukoumi's Celebrity Cookbook**. A minimum of \$2 from the sale of each book will be donated to Chefs for Humanity and St. Jude Children's Research Hospital.

In Loukoumi's Celebrity Cookbook, Loukoumi and her friends Dean the dog, Marika the monkey and Fistic the cat are playing happily when they become hungry. At Loukoumi's home they discover Fistic's Aunt Cat Cora, a character based on celebrity chef, restaurateur, and cookbook author Cat Cora, the first and only female Iron Chef, and President and Founder of Chefs for Humanity, which works to reduce hunger around the world. Aunt Cat offers to help them make her childhood favorite dish — Grandma's Special Cream Cheese Cake. The story continues as Aunt Cat guides the friends in gathering and measuring ingredients and preparing them for the oven, all the while sharing child-friendly safety tips.

Beginning with Cat Cora's recipe for Alma's Italian Cream Cake, Loukoumi's Celebrity Cookbook is divided into Week-end Breakfasts, Lunchtime Favorites, After-School Snacks, Family Meals, and Delicious Desserts.

Perfect for family cooking fun, Loukoumi's Celebrity Cookbook will bring you and yours together over many fun-to-prepare meals.

### New Book Reveals

## The Most Accurate Gauge of Great Leadership is Legitimacy

At a time when America is crying out for leadership in all sectors of society, a new book, which researched 160 great and influential American leaders, spanning 235 years revealed that the most accurate gauge of great leadership is legitimacy.

It illustrates that the great leaders acquired legitimacy by establishing trust, credibility, respect and emotional bonds and standing with all of their key constituencies, while delivering stellar financial performance.

The research reveals that when leaders balance the needs of all of their key constituencies, they outperform others, who sole focus on shareholder values. The focus on shareholder values concentrates upon the needs of one key constituency, often at the expense of the others. This destroys a leader's credibility and often the long-term sustainability of the company.

The researcher and author, Timothy Bednarz, Ph.D. designated this pattern in his book **Great! What Makes Leaders Great; What They Did, How They Did It and What You Can Learn From It** (Majorium Business Press) as the Legitimacy Principles.

The fundamental essence of leadership is legitimacy, whose substance is based upon authority and validity. While authority is conferred, validity is earned through the development of credibility, trust and a balance of emotional standing and connections with all key constituencies.

The presence of the Legitimacy Principles endow leaders with the authority to lead, manage, execute, empower, effectively communicate, sell their vision, generate a passion for success, and overcome adversity. Their absence results in ultimate failure as an effective leader.

It is often assumed that leaders automatically possess legitimacy. Great! substantiates that this is a fallacy. It shows that legitimacy is derived from two separate sources that grant leaders permission to lead.

The first source is authority or the power granted to leaders by either election, or appointment to an office. In the business setting, this is conferred by the stockholders through the board of directors.

The second source is validity. Validity is not conferred, nor is it automatically attained once one is appointed. It is earned. It becomes a contributing factor to the authority granted to a leader, typically over the span of his or her career. This defines a leader as genuine and authentic in the eyes of all key constituencies.

Both sources of legitimacy compliment each other. However, validity provides an enduring, yet fragile acquiescence of all the constituencies that gives a leader the tacit permission to lead. It is built upon three critical factors: trust, credibility and a balance of emotional bonds with each key constituency. The findings of the research presented in this book, demonstrates that these are the hallmarks of great leaders. Without the presence of these three critical factors, the leader's validity collapses. Once a leader loses his or her validity, the authority to lead is significantly undermined, whether for a corporate executive or a political leader. The Legitimacy Principles are applicable to all forms of leadership.



### Fresh & Easy Kosher Cooking:

## Ordinary Ingredients, Extraordinary Meals

A recipe doesn't have to be complicated to be delicious, nor exclusive to certain kitchens. Such is the mantra of Leah Schapira, co-founder of the popular culinary website, [www.CookKosher.com](http://www.CookKosher.com), and author of the new book, **Fresh & Easy Kosher Cooking: Ordinary Ingredients, Extraordinary Meals** (Artscroll; November 2011). Inspiring everyone from traditional kosher cooks to everyday working women and moms, Leah shows how to use simple, fresh ingredients

to create time-sensitive, tasty meals for all to enjoy.

A busy wife and mother, Leah extends her recipes to a wide audience of people who don't have much time to cook. She includes useful tips, minimal ingredients, and easy-to-follow steps. The book is organized into delicious chapters with sections containing time-saving tips such as menus, freezer-friendly meals and an index of food pairings for week-night recipes. Her seasonal menus encourage home cooks to take advantage of market-fresh, simple ingredients for even easier recipe planning.

Recipes are divided into chapters covering Soups, Salads, Dips & Sauces, Sides, Brunch & Lunch, Main Dishes, Traditional, and, of course, Desserts. There is something for everyone in Fresh & Easy Kosher Cooking.

Fresh & Easy Kosher Cooking addresses a need for different, helpful, and great-tasting recipes. In a world of expensive dining and elaborate meals, Leah keeps it simple by combining fresh ingredients and classic flavors. The result: familiar and satisfying food that everyone can enjoy.

"It is my hope that this cookbook will keep cooking from turning into a chore. If we are going to cook, we might as well enjoy it! Have fun with these recipes, get creative, add some spice to your everyday meals and let the cooking begin!"

## Telstar

Genius ... Maverick ... Pioneer ... Madman  
Based on the True Story of British Pop Legend, Joe Meek

The stranger-than-fiction true story of quirky music icon Joe Meek's enduring influence on British pop, **Telstar** scores on DVD now from Inception Media Group.

Set against the backdrop of hedonistic, swinging, early '60s London, **Telstar** shares the stranger-than-fiction true story of Joe Meek (Tony Award-winner Con O'Neill, who originated the role on London stage).

An enormously talented but quirky maverick who blazed a unique path as the world's first independent music producer, Meek changed the industry forever and earned adulation as a pioneer of British pop. He enjoyed enormous success early on with the biggest selling record of its time, **Telstar** the first British album to hit #1 on American charts.

But the flamboyant, tone-deaf songwriter was also a deeply troubled soul — dabbling in the occult and addicted to amphetamines — and his decline was as meteoric and spectacular as his rise. Bad luck, depression, heartbreak and paranoia soon lead to violence and self-destruction.

Also starring two-time Academy Award-winner Kevin Spacey (*American Beauty*, *The Usual Suspects*) and Pam Ferris (*Harry Potter and the Prisoner of Azkaban*).

Original Soundtrack Features: Arthur Askey, The Blue Ronds, Duffy, The Flee-Rekkers, Billy Fury, Heinz, Honeycombs, Alan Klein, Johnny Leyton, The Moontrekkers, The Outlaws, The Packbeats, Screaming Lord Sutch & the Savages, Syndicats, The Tornados and Gene Vincent.

Running Time: Approx. 119 Minutes  
Suggested Retail Price: \$26.98

### Rub-A-Dub-Dub! Fun in the Tub!

## Timmy Time: Timmy Needs a Bath

Grab your rubber ducky and get ready to soak in some lamb-tastic good fun as preschool favorite Timmy Time™ returns for an all new family-friendly, good-hearted release, **Timmy Time: Timmy Needs a Bath**, available on DVD from Lionsgate and HIT Entertainment.

With slapstick humor and not a single line of dialogue, Timmy Time follows a day in the life of barnyard preschool-

ers. With diverse animal characters along with a rich and colorful nursery school backdrop, Timmy and his friends learn life lessons that every preschooler needs to know. Whether fleeing bath time, becoming a walking collage, being bitten by the cleaning bug or engaging in a paint war, Timmy and his pals always bring joy, heart and a little silliness to any situation.

Timmy Time is part of Disney Channel's Disney Junior programming for kids ages 2-7 and their families, which airs in more than 99 million U.S. homes. The show is created by Aardman Studios, the Academy Award-winning creators of Wallace & Gromit and Shaun the Sheep.

Enjoy some good clean fun with Timmy and his friends! Adventures with mud, glue and paint leave Timmy in some sticky situations. This clever little lamb uses his creativity to make tub-time fun and turn a paint fight into a masterfleece! Timmy cleans up and discovers the most fun of all is being with friends! Soak up the good times with Timmy... just don't forget to wash behind your ears!

SRP: \$14.98





Study says -

## Low-Income Families Cook Dinner at Home Five Nights a Week

### Aspire to Eat Healthy

Low-income American families are cooking dinner at home most nights but are struggling to make healthy meals, according to a new study released from Share Our Strength's Cooking Matters with support from the ConAgra Foods Foundation.

The research suggests that although 85 percent of the families surveyed say that healthy eating is important, only about half are managing to eat healthy meals at home most days.

With one in three Americans living in or near poverty, and record participation in the federal Supplemental Nutrition Assistance Program (formerly food stamps), many low-income Americans feel challenged to eat healthy meals at home. It's Dinnertime: A Report on Low-Income Families' Efforts to Plan, Shop for, and Cook Healthy Meals, launched in collaboration with chef, cookbook author and television host Sara Moulton, highlights low-income families' desires and behaviors around healthy foods.

The study found that cost is the most commonly cited barrier to making healthy meals; a majority of families are satisfied with the quality and variety of available healthy grocery items. Low-income families that regularly plan meals and budget for food are able to make healthy meals more often.

"It's clear that even families with limited resources are making healthy eating a priority, but there's a gap between their healthy aspirations and their ability to put nourishing meals on the table most days," said Janet McLaughlin, director of Share Our Strength's Cooking Matters. "Simple strategies, like writing a grocery list or comparing unit prices at the store, can help narrow that gap."

Share Our Strength offers cooking, shopping and nutrition education to families at risk of hunger across the country through Cooking Matters. The program is part of the No Kid Hungry Campaign, which works to increase access to public food and nutrition programs and educate families on how to get more from their food resources. The average graduate from Share Our Strength's six-week Cooking Matters for Adults course plans meals ahead of time 55 percent more often, shops with a grocery list 50 percent more often and runs out of food 20 percent less often.

"Our philanthropic strategy involves investing in proven nonprofit organizations with innovative approaches to fighting child hunger, like educating families on how to get the most nutritional value from their food budgets," said Kori Reed, Vice President, Cause and Foundation for ConAgra Foods. "One of the ways we accomplish this is by funding research, such as this study, to better understand the challenges low-income families face and, in turn, better invest in programs that are poised to help communities overcome hunger and food insecurity."

Key findings from the research include the following:

- Low-income families are cooking at home. Eight in 10 families eat dinner at home at least five times a week. As income decreases, the frequency of eating dinner made at home increases.
- Eating healthy meals is considered important and realistic by

low-income families. Eighty-five percent of the families surveyed said that eating healthy meals is important to them, and two-thirds of families are interested in learning about cooking healthy meals.

- Low-income families struggle to put healthy meals on the table. Forty percent of families who say eating healthy meals is important are not providing healthy meals most days. While families are largely satisfied with the variety

(61 percent) and quality (64 percent) of healthy grocery items available to them, only 30 percent are satisfied with price. Time is a barrier for some families, especially those where the food decision maker works full time.

- Practical information and simple strategies can help. Low-income families that regularly plan meals, write grocery lists and budget for food make healthy meals from scratch more often (more than

five times a week) than those who don't. A better understanding of the health benefits of frozen and canned fruits and vegetables could also put more healthy options in reach for low-income families.

- Families are eager for tips and tools. Fifty percent of families are extremely interested in learning more about cooking healthy meals, and two out of three families are interested and four in 10

are extremely interested in learning how to better budget for meals.

Working under the premise that it takes more than food to fight hunger, the ConAgra Foods Foundation, a national sponsor of Cooking Matters, funded It's Dinnertime as part of its ongoing strategy to find sustainable solutions to help surround kids with the nourishment they need to flourish.

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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

This month, I continue the discussion of associate-facing mobile computing with a focus on the various applications. For input on this topic I went directly to LOC Software, a forward thinking solution company, and one of our largest grocery POS solution vendors, to better understand their mobile plans.

Late last year, LOC announced to their business partners the development of a suite of associate-facing mobile applications designed to improve grocers' operational efficiencies and their customers' shopping experiences. This solution suite will enable store associates to better react to situations and opportunities, supported by timely and accurate information via mobile technology.

The mobile applications on LOC's development radar include:

**Inventory Management:** Allows associates to record physical inventory counts, retrieve stocking information including item order and delivery status, check on other store inventory positions, and order items via their mobile device. This application would also allow store associates to enter data on received merchandise and allow messaging on transfer requests.

**Label Printing:** Enables associates to print new or replacement labels while they're in the aisle.

**Queue Busting:** A POS solution feature allowing store associates to ring up items away from the traditional checkout. This is useful when customer traffic is overburdening the checkout lines, and the risk for customer dissatisfaction is high. In addition to improving checkout performance, a queue busting application can be handy for remote parking lot and sidewalk sales—in this case acting as a mobile POS device.

**Item/Price File Maintenance:** No longer will store

associates have to be at an office PC to do item file maintenance. With this mobile application select associates can update the item file immediately, as needed. As an example, a produce manager may notice he has an excessive amount of bananas on the shelf. A quick look at his mobile inventory management application indicates he'll be getting a fresh shipment of bananas tomorrow morning. To avoid unnecessary shrink, he decides to run an un-advertised sale on his existing inventory, using his mobile device to initiate the price change at the POS.

**Dashboards:** Dashboards provide store associates with quick views of actionable information, enabling them to make decisions as needed, when needed. Information on dashboards could include: interim totals, productivity numbers, daily goals, associate schedules, associate alerts, promotional sales results and alerts of corporate updates.

**DSD Assist:** This solution will arm store associates with needed information to police existing direct store delivery policies and enable improved business relationships with DSD vendors. Access to current movement reports could be used to justify requests for additional promotion activity or a product mix adjustment. Planogram visuals could be used to enforce shelf space allocations.

Other applications to be considered include:

**Sales Assist:** Sales assist solutions would provide store associates a tool to assist customers in their shopping. The application could include product information, complimentary items, recipe suggestions, health information and health comparisons and consumer ratings. A more personalized Sales Assist application would require linkage to customer history.

**Loss Prevention:** A mobile loss prevention application could allow floor managers to view suspicious POS transactions while they're happening. Mobile loss prevention solutions interfaced to video security systems would allow floor managers to view se-

cure video camera activity as needed to verify customer and employee activity.

**Order Pick-up:** This solution would provide associates an item pick list when customers purchase products online for in-store pickup. Items are sorted by shelf location to simplify the picking task.

**Tasks/Workflow Management:** Provides associates "to do" lists. These lists would enable corporate and store managers to better communicate tasks and schedules to staff, as well as maintain records of task completions.

**Workforce Management:** A mobile workforce management solution includes both time and attendance, and labor scheduling functions. Features include HR budget guidelines, alerts to payroll limits by employee and store, and alerts and automatic access to employee substitution hot lists.

The modern grocery landscape is volatile. A dynamic consumer environment where shoppers are armed with immediate, as-required, information, has created an army of demanding shoppers. As such, retail store managers and associates can no longer be just the execution arm of remote management. Decisions must be made as close to the customer interaction point as possible. To ensure the right decisions are being made, associates will need convenient access to accurate and actionable data. Mobile computing provides this access.

*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 where he had a global responsibility for developing and deploying NCR marketing programs for food, drug and convenience stores, as well as foodservice operations. Today, John provides marketing consulting to vendors wanting to expand into select retail verticals and geographies and teaches Retailing at Georgia State University.*

## Kraft Foods Introduces belVita Breakfast Biscuits

According to a new survey released by Kraft Foods' belVita Breakfast, 63 percent of Americans admit they sometimes feel low on energy in the morning, which is not a surprise given fewer than half eat breakfast every day. To help Americans fuel up, Kraft Foods has introduced a new kind of breakfast to the U.S.—belVita Breakfast Biscuits—lightly sweet, whole grain crunchy breakfast biscuits, specially developed to provide nutritious sustained energy to fuel your body for the whole morning. They hit store shelves nationwide in the cookie/cracker aisle.

"There is a tension in the morning—Americans know they should eat breakfast yet they often don't have the time," said Janda Lukin, Director of Innovation at Kraft Foods. "belVita Breakfast is the first of its kind in the U.S., marking the launch of an entirely new kind of breakfast, the 'breakfast biscuit.' belVita Breakfast Biscuits are delicious, portable and will give you fuel—and help keep you going—for the whole morning."



■ **KRAFT FOODS** has introduced a new kind of breakfast to the U.S.—belVita Breakfast Biscuits—lightly sweet, whole grain crunchy breakfast biscuits, specially developed to provide nutritious sustained energy to fuel your body for the whole morning.

### A SNAPSHOT OF AMERICAN MORNINGS

The belVita Breakfast Energy Survey sought to understand breakfast habits and the role breakfast plays in providing Americans with the sustained morning energy they need.

The survey results show that while overall morning energy levels and breakfast beliefs vary from coast to coast, there is one clear consensus—Americans are looking for new nutritious and delicious breakfast options that provide lasting energy for the whole morning.

- According to the national survey conducted by StrategyOne, sixty-one percent of American adults believe breakfast to be the most important meal of the day, yet only 48 percent actually eat breakfast every morning.
- Researchers found breakfast skipping to be more common in major southern cities, with Dallas—Ft. Worth (54 percent) and Houston (60 percent) residents forgoing breakfast most frequently.
- Among those who eat breakfast daily, men seem to get more out of their breakfast, with 53 percent of men feeling more productive after breakfast versus 44 percent of women.
- More than half of Americans can be persuaded to up their breakfast intake if it is nutritious and provides energy for the whole morning.

### GRAB MORNING BY THE BISCUITS

To help Americans fuel up in the morning, Kraft Foods worked with

nutritionists to create belVita Breakfast Biscuits that provide nutritious sustained energy to help fuel your body throughout the morning. The sustained energy release results from a combination of carefully selected ingredients and a special baking process that helps preserve the integrity of the grain so that the carbohydrates are slowly released in the body. Each individual package of four crunchy biscuits is portioned for breakfast, has 18-20g whole grains per serving and is a good source of fiber and four B vitamins. Additionally, belVita Breakfast contains no high fructose corn syrup, no partially hydrogenated oils, and no artificial flavors or sweeteners.

While breakfast biscuits are new to Americans, they have been enjoyed by Europeans for years. Kraft Foods introduced its first breakfast biscuits in France more than a decade ago and now sells belVita biscuits in more than ten countries including Belgium, Czech Republic, Portugal, Hungary, Poland, the United Kingdom and Brazil.

## Nestle Moving Hot Pockets and Lean Pockets Business

Nestle Prepared Foods Company, a division of Nestle USA, is relocating its Hot Pockets and Lean Pockets brand frozen sandwich and snacks business team from Englewood, Colorado to its headquarters location in Solon, Ohio, just outside of Cleveland. Frank Higgins, President and CEO of Nestle Prepared Foods, made the announcement recently from Colorado. "We believe the opportunities for shared learning and continued progress—both for our employees and our business—are greater with

all our teams working together," noted Higgins.

Several Nestle USA corporate functions also are housed in Solon, where Nestle recently expanded by building the Nestle Professional Culinary Center and acquiring the former Keithley Building on Bainbridge Road, which now houses Nestle Business Services functions. Plans also are being developed to establish a global R&D center specializing in frozen and chilled foods research on 18 recently rezoned acres of property

near the Nestle campus.

Over the last two years, Nestle has added nearly 170 employees in Solon, bringing total employment in this location to just over 1900. Nestle Prepared Foods Company also operates manufacturing facilities in Ohio, South Carolina, Utah, Arkansas, California, Kentucky, Massachusetts, and Virginia.

As a result of this relocation, some positions will be eliminated as activities are consolidated within Nestle Prepared Foods. Other positions will move from Colorado to Ohio,





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# Hospitality



■ Former quarterback of the Dallas Cowboys and Pro Football Hall of Fame member Troy Aikman addresses a large crowd gathered, March 20, to celebrate the official opening of Wingstop Sports new flagship restaurant at 1905 Central Boulevard in Brownsville, Texas.

## Troy Aikman Helps Wingstop Sports Celebrate Grand Opening

### Wingstop Spins Off New Sports-Themed Restaurant Concept

**W**ings and sports go hand-in-hand. And now the Wing Experts are taking it to the next level with Wingstop Sports - a new concept that combines the chain's signature wings with an expanded menu and a sports twist. Wingstop executives joined Hall of Fame Quarterback and international spokesman Troy

Aikman and the Brownsville Chamber of Commerce, March 20, to celebrate the official opening of Wingstop Sports flagship restaurant at 1905 Central Boulevard in Brownsville, Texas. "It's an honor to celebrate the grand opening of the first Wingstop Sports," said Troy Aikman, Wingstop international spokesman and

board member. "The Rio Grande Valley is home to some of the most loyal and dedicated sports fans I've seen, so it's fitting that we launch our new sports-themed concept here." In addition to signature cooked-to-order wings in 10 proprietary flavors, Wingstop Sports features a grill, appetizers, sandwiches, salads, sides, and desserts. Wingstop Sports makes all items in-house and offers an extensive line of beverages including soft drinks, beer, wine and a new signature drink, the Spicy Mango Margarita.

"Wingstop Sports is a place for real sports fans who love real sports food to hang out with family and friends," said Jim Flynn, Wingstop president and CEO. "It takes our great, original restaurant theme a step further with the addition of several new menu items, and combines that platform with a larger footprint for watching parties and more dine-in traffic."

At 2,800 sq. ft., Wingstop Sports seats 98, and offers guests a fun, friendly setting filled with local sports memorabilia where they can watch their favorite team on multiple HD televisions. The concept offers limited table service with orders delivered directly to the guest and a convenient takeout counter for those on the go.



■ WINGSTOP SPORTS owners Erica and Raul Torres pictured outside their new restaurant in Brownsville, TX.



■ An order of Grilled Chicken Quesadillas.



■ FRIED GREEN BEANS - Available only at Wingstop Sports (not at traditional Wingstop Restaurants).

Wingstop Sports also features two Coca-Cola Freestyle fountains - the sleek, stylish new touch screen operated fountain that enables people to select from 100+ regular and low-calorie beverage brands, including many varieties of waters, fruit-flavored and sparkling beverages that, prior to the arrival of Coca-Cola Freestyle, were not available in the U.S.

Wingstop Sports is open from 11 a.m. to midnight, daily.





## Restaurant Takeout Options Create Additional Revenue Channel

Without Hurting Dining Room Traffic

Takeout options are an increasingly important source of revenue for restaurant operators, with 60 percent of consumers recently surveyed by Technomic saying they purchase takeout at least three times per month. Operators worried that takeout sales could cannibalize dining room traffic can rest assured, as 53 percent of consumers who recently purchased takeout said that if they had not done so on that occasion, they would most likely have made food at home and not purchased from a foodservice operator.

"In many cases consumers do not view takeout orders as a part of the same consideration set as food purchased to be eaten in the dining room or onsite," says Technomic Vice President Joe Pawlak. "Operators have a real opportunity to gain an advantage if they can respond to consumers' needs for convenience, accuracy and food quality."

In order to help restaurant operators, suppliers and others aligned with the foodservice industry better understand consumer behavior, preferences and attitudes regarding takeout, Technomic has developed the Canadian Takeout and Off-Premise Dining Consumer Trend Report.

### Interesting findings include:

- About 61 percent of consumers also say that they are willing to pay more for takeout packaging made with sustainable materials. Trends toward sustainable, recyclable materials for takeout containers are taking shape at several major restaurant brands on the chain level.
- About half of consumers surveyed agree that their takeout occasion could be "ruined" by any of several mishaps: leaking food or liquids (56 percent), deterioration of food taste or freshness (49 percent), food that doesn't stay hot or cold (46 percent) or missing condiments (32 percent).
- Boxed meals, value meals and snacks stand out as leading take-out options for limited-service restaurants, while full-service restaurants are promoting family dining options.

For the purpose of this report, takeout included any food or beverage purchased at a restaurant or other foodservice location and eaten elsewhere, including items ordered for carryout or delivery and grab-and-go items.

## Food Trucks Gaining Momentum

New Survey Shows that Six Out of Ten Consumers Would Visit A Food Truck

Food trucks are one of the hottest trends in the restaurant industry right now, and consumers are showing increasing interest in mobile foodservice, recent research by the National Restaurant Association confirms:

- Nearly six out of ten (59 percent) would be likely to visit a food truck if their favorite restaurant offered one, up from 47 percent just one year ago;
- Nearly one-fifth (18 percent) saw a food truck in their community this summer;
- More than one-quarter (28 percent) of those who saw a food truck this summer made a mobile foodservice purchase.

"Convenience is a major driver in restaurant growth, and food trucks are certainly a convenient option by essentially bringing the restaurant to the consumer," said Hudson Riehle, senior vice president of the Research and Knowledge Group for the National Restaurant Association. "Our research shows that in just one year, the number of consumers who say they would be likely to visit a food truck has increased significantly. We also found that food trucks have a more noticeable presence in communities in the West and Northeast than in other parts of the United States."

"Though food trucks are often equated with chefs and entrepreneurs, they also present opportunities for operators of established restaurants to expand their operations and presence, as a majority of consumers say they would visit a food truck run by their favorite restaurant. Mobile foodservice can be a good way to extend an existing restaurant brand beyond the four walls of the establishment," Riehle said.

The National Restaurant Association's new consumer survey also found that:

- Consumers living in the West (29 percent) and Northeast (24 percent) were much more likely than those in the South (15 percent) and the Midwest (9 percent) to see a food truck parked in their community this summer;
- When asked how they typically found the food truck they visited, 73 percent said they just saw it on the street, 54 percent said they selected it from an area where food trucks typically gather, 39 percent found out from a friend, and 13 percent found it through social media;
- Adults with children (70 percent) were more likely than those without children (52 percent) to say that they would patronize a food truck if it was offered by their favorite restaurant;
- A solid majority of younger consumers said they would be likely to visit a food truck if offered by their favorite restaurant; more than two-thirds of those age 18-44 compared with only 38 percent of those 65 or older.

The National Restaurant Association surveyed 1,004 American adults formulate this survey.



## Foster Farms' Debuts New Chicken Corn Dog

Chicken Corn Dog with Lower-Fat, Lower-Sodium and Improved Nutrition Profile Debuts

Much to the dismay of American schoolchildren, the corn dog is threatened to become an endangered lunch option in public schools.

To meet the needs of kids, parents and school districts alike, Foster Farms is introducing a new 100% Whole Grain, Lower-Fat, Lower-Sodium Chicken Corn

Dog for foodservice customers, with a full serving of whole grain, 47 percent less fat, further reduced sodium, higher fiber, zero trans fat and fewer calories, providing all the taste and quality of the original.

Corn dogs have been prominently featured in the news as the scapegoat for unhealthy lunches. First Lady Michelle Obama called for healthier school lunch options<sup>1)</sup> and several school districts have complied by banning corn dogs from their menus<sup>2)</sup>. Kids are fighting back by skipping the new school

lunches entirely, leaving half-eaten lunches to waste and at one school, petitioning for the foods they love and will consume.<sup>3)</sup>

"We are filling the lunchtime need with a happy medium," said Greta Janz, Foster Farms vice president of frozen and prepared foods. "With the added nutritional value of whole grains, lower fat of chicken corn dogs and now, further reduced sodium levels, we're able to offer a school lunch solution that satisfies kids' taste and parents' desire for healthier choices."

<sup>1)</sup> [http://www.nytimes.com/2012/01/26/us/politics/new-school-lunch-rules-aimed-at-reducing-obesity.html?\\_r=1](http://www.nytimes.com/2012/01/26/us/politics/new-school-lunch-rules-aimed-at-reducing-obesity.html?_r=1)  
<sup>2)</sup> [http://www.cbsnews.com/8301-18563\\_162-57368008/some-call-healthy-l-a-school-lunches-mediab/](http://www.cbsnews.com/8301-18563_162-57368008/some-call-healthy-l-a-school-lunches-mediab/)  
<sup>3)</sup> <http://www.sfgate.com/cgi-bin/article.cgi?f=/n/a/2012/01/28/state/n080112S84.DTL>

### Report says -

## U.S. Restaurant Consumers Drinking More Tap Water

Instead of Buying Beverages

Tap water is one of the fastest growing beverages ordered at U.S. restaurants whereas revenue-generating beverages have been declining over the past five years, according to foodservice market research conducted by The NPD Group. Tap water servings currently represent 8 percent of the 50 billion beverage servings ordered at restaurants, according to NPD's CREST service, which continually tracks consumer use of restaurants.

Over the past five years, while restaurant traffic is down one percent, there has been a six percent drop in total beverage servings excluding tap water at restaurants, a decline of 2.7 billion servings, according to a recently released NPD report, *Beverages at Foodservice: Satisfying Our Thirst for Beverages*. Tap water servings have increased by 2.8 billion servings since 2006. The report, which includes a custom survey of 5,500 adults, 18 years and older, finds that the decline in beverage orders at restaurants is driven by the largest categories - carbonated soft drinks and brewed coffee - which represent 49 percent of all beverage servings. Although iced tea, a long-established beverage, is growing, other growth categories tend to be newer drinks like

smoothies, iced/frozen/slushy drinks, and specialty coffee drinks.

"Although the economy and high unemployment are factors in tap water's upswing and beverage servings declines, some beverages, like carbonated soft drinks were declining prior to the recession," says Bonnie Riggs, NPD restaurant industry analyst and author of the report. "A key learning from this report is that much of the declines in beverage servings are tied to the price/value relationship the consumer perceives."

According to the report, free refills were among a variety of reasons consumers gave for ordering tap water instead of other beverages. One of the many reasons consumers gave for not ordering carbonated soft drinks and other non-growth beverages was the cost of these drinks.

"Some declining beverages will fare better as the economy recovers, but beverage providers will need to address consumers' concerns and poor value perceptions to stem further losses," says Riggs. "Not all beverages are on the decline. New flavors, addressing taste interests, preparing fresh/freshly made, and creating new versions of existing beverages are factors in the beverages that are growing."

## C-stores Step Up Sales at Foodservice Units

In a sign that convenience store operators are successfully ramping up their foodservice efforts, industry consultants Technomic found that average unit volumes for c-stores offering prepared food and dispensed beverages ("true foodservice") jumped to more than \$136k in 2011, up from \$123k in 2007. The better-than-10-percent growth rates were based on roughly the same number of stores offering foodservice, indicating that operators are becoming better at foodservice expansion and execution.

Overall, c-store foodservice grew to \$11.5 billion in 2011 (from \$10.2 billion in 2007), based largely on the expansion of foodservice items, additional stores adding foodservice and more foodservice experience. The number of stores with dedicated foodservice personnel nearly doubled over the same four-year period, from 17 to 33 percent, reflecting operators' commitment towards developing successful foodservice programs.

"Convenience store foodservice has made tremendous inroads in terms of experience, consumer

choices and execution," says Tim Powell, Director of C-Store Programs at Technomic. "We expect several key trends, such as snacking and demand for various beverages and breakfast to be pivotal components of future growth."

Powell said that Technomic expects annual c-store foodservice growth to reach 3.4 percent nominally through 2014, compared to 2.8 percent over the past four years. This exceeds expected growth for the entire foodservice industry, which is forecast at a nominal 2.5 percent annually through 2014.



# Publix Super Markets Recognized

## Publix D.M. Recognized for Promoting Diversity

Publix District Manager Jeffrey Stilwell received one of the company's 2011 President's Awards at Publix's Lakeland Division meeting. Each year, the President's Award is given to one district manager from each of Publix's retail divisions and one support manager who has demonstrated success in meeting equal opportunity goals, displayed dedication to the dignity, value and employment security of Publix associates, and maintained a work environment that values diversity and is free from discrimination.

Stilwell began his Publix career in 1985 as a front-service clerk in St. Petersburg, Fla. He worked his way through various positions before being promoted to store manager in 1996. A district manager since 2008, Stilwell oversees 10 Florida stores located in St. Petersburg, St. Petersburg Beach, South Pasadena and Treasure Island.

Publix President Todd Jones presented the award.

"Jeffrey delivers the difference in his district with everything he does," said President Todd Jones. "He believes in working closely with associates because they work closest with our customers. Throughout his district, associates at all levels work with — instead of for — him."

Stilwell joins Atlanta Division District Manager John Gehring, Jacksonville Division District Manager Dwayne Bryant, Miami Division District Manager Modesto Blanco, and Senior Manager of Business Analysis and Reporting Ken Stanger as this year's President's Award winners.

### John Gehring

## Publix District Manager Recognized for Promoting Diversity

Publix District Manager John Gehring received one of the company's 2011 President's Awards at Publix's Atlanta Division meeting.

Each year, the President's Award is given to one district manager from each of Publix's retail divisions and one support manager who has demonstrated success in meeting equal opportunity goals, displayed dedication to the dignity, value and employment security of Publix associates, and maintained a work environment that values diversity and is free from discrimination.

Gehring began his Publix career in 1988 as a grocery clerk in Lauderhill, Fla. He worked his way through various positions before being promoted to store manager in 1996. A district manager since 2007, Gehring oversees nine Georgia stores located in Alpharetta, Buford, Cumming and Suwanee.

Publix President Todd Jones presented the award.

"John is passionate about actively recruiting the right associates who will help meet Publix's needs and train them to succeed," said Jones. "He is driven to continually improve himself and learn more about our business."

Gehring joins Jacksonville Division District Manager Dwayne Bryant, Lakeland Division District Manager Jeffrey Stilwell, Miami Division District Manager Modesto Blanco, and Senior Manager of Business Analysis and Reporting Ken Stanger as this year's President's Award winners.



■ **PUBLIX SUPER MARKETS** District Manager Jeffrey Stilwell (second, right) receives his award from Publix President Todd Jones, Publix CEO Ed Crenshaw, and Publix Lakeland Div. Vice President Tom McLaughlin (right).

## Publix Store Manager Recognized for Excellence

Publix Store Manager Jerry Reed was one of five managers to receive the company's highest honor: the 2011 George W. Jenkins Award.

Each year, the award, named for Publix's late founder, honors one manager in each retail division and one support-area associate. The criteria for the award include elements of Publix's mission statement and philosophy. Gross profit, net profit, sales, safety, productivity, and meeting or exceeding company goals are the objective measurements. In addition, candidates also must demonstrate overall leadership abilities, self-development, training and promotion of others, and community involvement.

Reed began his Publix career in 1992 as a front-service clerk in Bradenton, Fla. He worked his way through various store-level positions before being promoted to store manager in 2003. Reed currently manages the Publix at Parkwood Square in Parrish, Fla.

Reed knew early in his career that he'd stay with Publix a long time. He credits working with great leaders who encouraged, developed and mentored him to become a manager. Reed tries to emulate Mr. George's philosophy of always being available to his associates.

"I take care of my associates so they can take care of our customers," said Reed. "People remember the little things you do for them, so each day I look for what I can do to help someone improve." Publix Super Markets CEO Ed Crenshaw presented the award.

"In all aspects of Jerry's life, he does the right thing and displays a positive image Mr. George would be proud of," said Crenshaw. "He coaches associates to always deliver premier customer service, because it's what sets us apart from the competition."

Thomas joins Atlanta Division Store Manager Tim Thomas, Jacksonville Division Store Manager Mark Grant, Miami Division Store Manager Thom Padrick and Jacksonville Division Deli Retail Coordinator Shad Baker as this year's George W. Jenkins Award winners.



■ **PUBLIX STORE MANAGER** Jerry Reed is the proud recipient of the company's highest honor: The 2011 George W. Jenkins Award.

## Associates at Pembroke Pines Store Recognized

During its 2012 Miami Division meeting on February 23, 2012, Publix honored an entire store team for providing its customers with premier service.

The team at The Shoppes of Silver Lakes in Pembroke Pines, FL received the 2011 Customer Service Excellence Award for the company's Miami Division. Store Manager Gray Hardy accepted the award, which was presented by Miami Division Vice President Bill Fauerbach.

The Customer Service Excellence Award is based on results from associates and customer surveys, mystery shopping scores and financial indicators. In addition to the award, the team will be recognized in an advertisement in their town's local newspaper. Each associate will receive a lapel pin in honor of their contribution.



■ **PUBLIX MIAMI DIVISION** Vice President - Retail Operations Bill Fauerbach (second, left) proudly presents the 2011 Customer Service Excellence Award awarded to the store team at The Shoppes of Silver Lakes in Pembroke Pines, FL, in recognition of providing customers with premier service.

## New C-store Industry Outlook Forum Set for Chicago

The first-ever AWMA-InfoRhythm C-Metrics Convenience Industry Outlook Forum, providing a detailed look at convenience store performance for the first half of 2012, will be held at the Renaissance Chicago hotel in Chicago July 31-August 1. American Wholesale Marketers Association and InfoRhythm, Pittsburgh, PA, will sponsor the conference.

Presented and analyzed by top industry experts will be actual 2012 sales by convenience industry distributors to 28,000 c-stores nationwide, and then projected to the full universe of 146,000 stores, provid-

ing the most complete and current look at convenience industry business activity for this year, with projections for 2013.

The InfoMetrics database, developed for AWMA by InfoRhythm, is the single largest database of c-store shipments covering all SKUs except direct-store-delivery (DSD) products and beverages. Currently, 58 distributors with 92 warehouses each week submit their detailed sales data to InfoRhythm, where it is compiled and analyzed.

"We have created an exciting, forward-looking conference that will

use real-time data," said AWMA President Scott Ramming. "For the first time, suppliers, distributors and invited retailers will have an opportunity to preview current, this year data specific to brands - information that will be crucial to developing business strategies for success in the coming months and for next year."

"Our distributor partners now have access to information that only a handful of manufacturers could afford until today," said Viv Penninti, InfoRhythm's president and chief executive officer. "Understanding true

market opportunity is a prerequisite for sound category management - and we're proud to make this a reality with the introduction of C-Metrics."

Keynote speaker at the conference will be Renee Sang, partner and global director, Customer Innovation Network, Accenture. She will provide a strategic overview of retail trends, and discuss retail innovation and the emerging customer experience. Her perspectives and review of top line data and trends from C-Metrics™ data will help convenience supply chain partners

identify future opportunities for growth.

Category-specific sessions and their presenters will be: *Cigarettes* - David Bishop, managing partner, Balvor LLC.; *Candy* - Steven Montgomery, president, B2B Solutions and *Salty/Alternative Snacks* - Greg Jones, Consulting Partner, B2B Solutions.

"Our industry has been asking for current, relevant, real-time data and now with the InfoMetrics and C-Metrics platforms, AWMA and InfoRhythm have partnered to bring it to reality," said Ramming.



# izes Associates' Achievements

## Ken Stanger Recognized for Promoting Diversity

Publix Senior Manager of Business Analysis and Reporting Ken Stanger received one of the company's 2011 President's Awards at Publix' recent Lakeland Division meeting.

Each year, the President's Award is given to one district manager from each of Publix's retail divisions and one support manager who has demonstrated success in meeting equal opportunity goals, displayed dedication to the dignity, value and employment security of Publix associates, and maintained a work environment that values diversity and is free from discrimination.

Stanger began his Publix career in 2000 as a manager of manufacturing accounting. In 2004, Stanger was promoted to his current position in which he provides accounting and financial analysis support for our manufacturing facilities, as well as accounting support for distribution and facilities operations.

Publix President Todd Jones presented the award.

"Ken challenges associates to always continue enhancing their knowledge and skills," said President Todd Jones. "He spends many hours mentoring associates because it's the right thing to do. No matter how many things he has going, his associates' development is always a high priority."



■ **PUBLIX SUPER MARKETS Sr. Mgr. of Business Analysis and Reporting Ken Stanger** receives one of the company's 2011 President's Awards from Publix President Todd Jones (third, left), Atlanta Division District Manager John Gehring, Jacksonville Division District Manager Dwayne Bryant, Lakeland Division District Manager Jeffrey Stilwell, and Miami Division District Manager Modesto Blanco are the other 2011 President's Award winners.

## Publix District Manager Honored For Promoting Diversity

Publix District Manager Modesto Blanco received one of the company's 2011 President's Awards at Publix' Miami Division meeting on February 24.

Each year, the President's Award is given to one district manager from each of Publix's retail divisions and one support manager who has demonstrated success in meeting equal opportunity goals, displayed dedication to the dignity, value and employment security of Publix associates, and maintained a work environment that values diversity and is free from discrimination.

Blanco began his Publix career in 1975 as a deli clerk in Miami. He worked his way through various positions, including meat buyer and meat merchandiser. A district manager since 1995, Blanco oversees 10 Florida stores located in Coral Gables, Kendall and Miami.

Publix President Todd Jones presented the award.

"Mo believes the only way managers and associates can truly serve people is if they first understand their needs," said Jones. "He especially reaches out to his Hispanic associates by translating our strategy to Spanish and making sure they understand their part in our strategy."

Blanco joins Atlanta Division District Manager John Gehring, Jacksonville Division District Manager Dwayne Bryant, Lakeland Division District Manager Jeffrey Stilwell, and Senior Manager of Business Analysis and Reporting Ken Stanger as this year's President's Award winners.



■ **PUBLIX DISTRICT MANAGER Modesto Blanco** (holding award) receives one of the company's 2011 President's Awards at Publix' Miami Division meeting, February 24.

## Associates at Publix Store Recognized for Service Excellence

During its 2012 Atlanta Division meeting, Publix honored an entire store team for providing its customers with premier service.

The team at Chastain Square in Atlanta received the 2011 Customer Service Excellence Award for the company's Atlanta Division. Store Manager Kourosh Noorbehesht accepted the award, which was presented by Atlanta Division Vice President Joe DiBenedetto.

The Customer Service Excellence Award is based on results from associate and customer surveys, mystery shopping scores and financial indicators. In addition to the award, the team will be recognized in an advertisement in their town's local newspaper. Each associate will receive a lapel pin in honor of their contributions.



■ **PUBLIX STORE MANAGER Kourosh Noorbehesht** (second, right) accepts his award, which was presented by Atlanta Division Vice President Joe DiBenedetto, Publix President Todd Jones (left) and Publix CEO Ed Crenshaw (right).

## Publix Store Manager Recognized for Excellence

Publix Store Manager Thom Padrick was one of five managers to receive the company's highest honor: the 2011 George W. Jenkins Award.

Each year, the award, named for Publix's late founder, honors one manager in each retail division and one support-area associate. The criteria for the award include elements of Publix's mission statement and philosophy. Gross profit, net profit, sales, safety, productivity, and meeting or exceeding company goals are the objective measurements. In addition, candidates also must demonstrate overall leadership abilities, self-development, training and promotion of others, and community involvement.

Padrick began his Publix career in 1985 as a front-service clerk in Vero Beach, Fla. He worked his way through various store-level positions before being promoted to store manager in 2004. Padrick currently manages the Publix at Cove Shopping Center in Stuart, FL.

"Mr. George started our company, and I need to continue his legacy," said Padrick. "I make sure I hire the right people, I'm always open with my team, and I teach associates about our culture."

Publix Super Markets CEO Ed Crenshaw presented the award.

"Thom's goal is for each associate to understand how important they are to the success of their store and company," said Crenshaw. "To be a successful leader, he knows he must continue to grow and improve, and he encourages the same with his associates."

Whether it's through serving customers or volunteering in the community, Padrick likes to make a difference. Because of his dedication to community service, Publix recognized Padrick with the Mr. George Community Service Award in 2007. The award is based on a Publix associate's community leadership and involvement.

Padrick joins Atlanta Division Store Manager Tim Thomas, Jacksonville Division Store Manager Mark Grant, Lakeland Division Store Manager Jerry Reed, and Jacksonville Division Deli Retail Coordinator Shad Baker as this year's George W. Jenkins Award winners.



■ **PROUD MOMENT - Publix Store Manager Thom Padrick** (holding award) was one of five managers to receive the company's highest honor: the 2011 George W. Jenkins Award.

## California "Cottage Foods" Might Be Coming To Your Store

The California Homemade Food Act (AB 1616) - more commonly known as the California Cottage Food Bill - passed the California Assembly Committee on Health, bringing small food operators in California one step closer to legally cooking food in their home kitchens and selling directly to consumers.

The California Homemade Food Act would give aspiring food entrepreneurs the ability to generate income from their home kitchen.

## Michael Lockard Named Food City Sr. V.P./CFO

Food City officials recently named Michael T. Lockard as the company's new Senior Vice President and Chief Financial Officer. Lockard, who specializes in shared services management, brings over 20 years of finance and accounting experience to the Food City team.

"Michael is known for his strong work ethic, resilience and strategic perspective," said Steven C. Smith, Food City president and chief executive officer. "Having worked for a number of large organizations, including UPS, Michael has developed a tremendous skill set that will prove valuable to our organization as we continue to navigate the waters of today's challenging economy."

Prior to joining the Food City team, Lockard served in a number of senior leadership roles, including Vice President of Financial Shared Services and Vice President of Finance at UPS Supply Chain Solutions. His new responsibilities with Food City will include the oversight of all finance and accounting operations, as well as information services and technology.

"I'm excited to be joining a locally owned, growing company with a deep tradition of excellence in customer service, career opportunities and community involvement," said Lockard. "I especially look forward to working with our 13,000 associates to better serve our customers and add increased business

value to ensure the continued growth of our company for many generations to come."

Lockard holds a Master of Business Administration Degree (Cum Laude) from Bellarmine University in Louisville, Kentucky and a Bachelor of Arts Degree in Accounting and Business Administration (also from Bellarmine University). He is a Certified Public Accountant, Certified Internal Auditor, Certified Management Accountant and Certified Financial Manager.

Lockard plans to reside in Abingdon, Virginia with his wife, Deanna (a registered nurse) and their two children, Matthew and Savannah.





# Customer Appreciation Food Show



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THANK YOU  
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 711 Northwest 72nd Avenue Miami, FL 33126 - (305) 261-3800

Contact: Roy Deffler - Phone: 954.876.2802 - Cell: 305.522.6830 - Email: rdeffler@agfla.com