

# TODAY'S GROCER

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## Nash Finch Buying No Frills Supermarkets

Acquisition Adds 18 Stores to Portfolio

U Save Foods, Inc., a Nash Finch wholly-owned subsidiary, has entered into an agreement to purchase the No Frills Supermarkets. Fourteen stores are located in Nebraska, twelve of which are in the Greater Omaha market; four stores are located in western Iowa. No Frills is owned by seasoned retail executives, and led by Fred Wittecy, a former Nash Finch employee, who will re-join Nash Finch following the acquisition. After the transaction closes, Nash Finch will own 24 supermarkets in greater Omaha, and 41 in the state of Nebraska. The transaction is expected to be completed early in the third quarter of 2012.

"We are excited to be joining with Nash Finch to create a stronger retail presence in greater Omaha and to be part of the strong platform for growth that Nash Finch offers."

Continued on **PAGE 34**

## ALDI Coming to Houston

Represents Over \$100 Million Investment

ALDI is preparing to enter the Houston market with 30 new stores over the next three years. With this expanded Texas footprint, ALDI is expected to bring 400 jobs and an investment of over \$100 million of capital expenditures to the local community. ALDI currently has more than 1,200 stores in 32 states, including 37 stores in Texas, most of which are located in the Dallas/Fort Worth metro area.

"Our history and recent growth in Texas has us poised for great success in the Houston area as more and more shoppers are discovering the high-value, high-quality shopping experience that ALDI offers," said Scott Huska, division vice president for ALDI. "Our expansion will bring job opportunities with excellent pay and benefits to the Houston area. We are excited to bring these benefits to Houston as we continue our expansion in Texas."

The first ALDI stores in Houston will open in the spring of 2013, with more than ten new locations. Hiring for the Houston stores

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# INDEPENDENT'S DAY

Prominent Retailer, Rafael Castro, Celebrates the Opening of Another Sabor Tropical

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**CHRISTOPHER MILLER**

President,  
Associated Grocers of Florida, Inc.

**RAFAEL CASTRO**

Owner and CEO,  
Sabor Tropical Supermarkets

**Route 66 Shop 'n Save Celebrates Grand Reopening**

**11 SHOP'n SAVE**

**Pompano Beach and Miami Publix Celebrates Dual Openings in S. Florida**

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**Jack Penrod Honored by City of Miami Beach**

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## Publix Earns National Recognition for Community Support

United Way recognized Publix Super Markets, Inc. recently with two Summit awards for philanthropic engagement and community impact. Publix's 2011 United Way campaign raised \$45.6 million - a 12% increase over 2010 despite a challenging economy - plus associates' per capita gifts exceeded the food industry average by 398%. Publix associates also volunteered 900,000 hours, including more than 1,500 Publix associates serving on United Way and nonprofit boards.

"Community service is a way of life for Publix and its associates," said Brian Gallagher, United Way Worldwide president and CEO. "Their incredible generosity and commitment to improving communities is an important part of their heritage. Together, we've been able to make a positive, lasting impact in countless people's lives."

Publix further leverages its



■ UNITED WAY WORLD WIDE President and CEO Brian Gallagher (center) presents the two Summit awards to Publix Super Markets Charities Chairman and CEO Carol Barnett and Barney Barnett, Publix Vice Chairman.

1051 stores by communicating United Way on 220 million grocery bags, reaching 40 million customers. Publix also shares education messages with parents by featuring Born Learning edu-

cation tips on store shelf signs and including in customer newsletters like Baby Club and Preschool Pals. Further, Publix

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## Kellogg's Completes Pringles Acquisition

Kellogg Company has completed its acquisition of Procter & Gamble's Pringles business. The \$2.695 billion acquisition further strengthens Kellogg Company's competitive position in global snacks, making Kellogg the world's second-largest savory snacks player.

"In Pringles, Kellogg has acquired a terrific business, with exceptional employees, world-class manufacturing facilities, iconic brand awareness, and a tremendous platform for growth," said John Bryant, Kellogg Company's president and

chief executive officer. "The addition of Pringles to our portfolio significantly advances the company's strategic goal of building a global snacks business on par with our global cereal business, and expanding our global footprint."

The Pringles acquisition nearly triples the size of Kellogg Company's international snacks business, and adds a complementary product to the company's snack brands including Keebler, Cheez-It and Special K Cracker Chips.

Pringles is the world's second

largest player in savory snacks, with \$1.5 billion in sales across more than 140 countries. Easily identified by its unique saddle shape and distinct canister packaging, and with more than 80 flavors, snack lovers worldwide have made Pringles a snack aisle favorite for more than four decades.

"The Pringles team embodies the same values and passion for growth that have driven the people of Kellogg for more than a century," said Bryant. "We are excited to welcome these talented team members to Kellogg and work together to build a truly global snacks platform with tremendous potential for growth."

## Leavers Adds Second Grocery Store in Devils Lake

Nash Finch Company, a Minneapolis-based food distributor, announced that Leavers Foods, Inc. is purchasing Wally's Supermarket in Devils Lake, ND, which will be Leavers' second location in that community. In addition to Devils Lake, where Leavers is based, Leavers owns stores in other North Dakota cities including Cavalier, Langdon, Rolla, Rugby and Valley City.

Leavers Foods is owned and operated by second-generation owner Robert Leavers and his two children, James Leavers and Beth Leavers-Dunn. Founded more than 70 years ago by Robert's father Norman Leavers, Leavers Foods has built a strong tradition of providing the finest quality grocery, meat, and produce to their local shoppers, as well as a commitment to delivering outstanding customer service.

"It is exciting for us to own a second supermarket in Devils Lake, where we opened our very first store. We are grateful for the support the Devils Lake community has shown us over our history, and are pleased to be able to offer them a second location to shop with us," said Robert Leavers, President of Leavers. "We are excited about our new partnership with Nash Finch, another company rooted in Devils Lake, North Dakota. Our companies together have over 200 years of service to consumers, and we are excited to continue that tradition of offering outstanding service to our customers. We appreciate Nash Finch's dedication to the success of independent supermarket retailers and the opportunity provided for us to grow our business," continued Leavers.

"We are passionate at Nash Finch about serving family-owned businesses like Leavers and actively look for opportunities to assist our customers

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## Global, Domestic

## 7-Eleven Out to Break Store-Growth Records

After shattering both its international and domestic store growth records last year, 7-Eleven, Inc. is in line to have an even bigger year in 2012. The world's largest retailer by units added more than 4,600 stores worldwide in 2011 and plans to continue the company's accelerated growth.

Some 600 additional stores were built, acquired or transitioned from another business to the 7-ElevenR brand in the United States and Canada alone during 2011. This year, 7-Eleven's goal is to exceed that number by adding at least 630 new stores to its U.S. and Canada roster by year end.

Since 2003, 7-Eleven has almost doubled its global store count, from 25,000 to more than 46,000. Today, a new 7-Eleven store opens somewhere in the world approximately every two hours.

7-Eleven President and CEO Joe DePinto said, "7-Eleven's U.S. growth strategy includes building greater market presence and adding quality locations in metropolitan areas where the company already has stores as a means to increase efficiencies and leverage the company's scale and daily-delivery infrastructure.

"The financial strength of 7-Eleven has enabled us to grow aggressively, even in what has been a challenging economic environment for many companies in the past four years," DePinto added.

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## Randy Edeker Elected New Chairman & CEO of Hy-Vee

For only the fourth time in the company's 82-year history, Hy-Vee, Inc. has a new Chairman and CEO.

Hy-Vee's Board of Directors recently elected Randy Edeker, to succeed Ric Jurgens, whose recent retirement capped a 43-year career with the Iowa-based supermarket chain. Edeker most recently served as President and Chief Operating Officer, and will now hold the offices of Chairman, CEO and President of Hy-Vee, Inc.

"I have been truly blessed to be allowed to assume this role, leading the most incredible group of dedicated, hard-working people," Edeker said. "I am both honored and humbled to follow in the footsteps of Hy-Vee's great leaders, including the man who has caringly mentored me for the past eight years, Ric Jurgens.

"We will remain diligent in upholding the core values our founders set forth for us and delivering great service, great value and a helpful smile."

Jurgens, who has been Hy-Vee CEO since 2003 and Chairman since 2006,

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■ RANDY EDEKER

## Mahadrin Dairy Acquires New Jersey Plant

Lee & Associates, one of largest broker-owned commercial real estate firms in the country, has closed an industrial sale for an 84,815-sq. ft. property in Elizabeth, NJ. The details of the transaction are undisclosed.

Terry Armstrong, Rick Marchisio and Crista Bartolomeo of Lee & Associates New Jersey represented the seller A&A Trumbull, LLC. The buyer was Brooklyn-based Mahadrin Dairy.

According to Armstrong, Mahadrin intends to use the 5.5-acre property for dairy and kosher food products. "More often we're beginning to see a large number of companies migrating from New York to New Jersey because of the lower property prices, real estate taxes and operational costs," said Marchisio. According to Armstrong, "The buyer was able to secure significant incentives from the State of



■ Located in Elizabeth, N.J., the property acquired by Mahadrin Dairy includes 38,000 sq. ft. of freezer space and 8,000 sq. ft. of cooler, food production and office space on 5.5 acres. Additional site amenities include ample car parking and 50 trailer parking spots. Constructed in 1985, the building was once home to Michael Foods. The property is situated on the outskirts of Port Elizabeth/Newark New Jersey and minutes from Newark-Liberty Airport.

New Jersey in a very short period of time making the move to New Jersey that much more appealing. Ted Zangari of the law firm of Sills Cummis assisted Mahadrin in obtaining the incentives. This kind of transaction indicates that food companies are, even in a less than ro-

bust economy, still one of the more active business sectors," Armstrong concluded.

Located at 100 Trumbull Street, the property includes 38,000 sq. ft. of freezer space and 8,000 sq. ft.

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# 4 Produce

## T. Marzetti Debuts



■ T. MARZETTI COMPANY has introduced four new flavors to the Marzetti refrigerated salad dressings line – Sweet Onion, Light Poppyseed, Olive Oil & Vinegar and Red Wine Vinegar & Olive Oil.

## Four New Refrigerated Salad Dressings

The T. Marzetti Company, specialty food subsidiary of Lancaster Colony Corporation, has introduced four new flavors to the Marzetti refrigerated salad dressings line – Sweet Onion, Light Poppyseed, Olive Oil & Vinegar and Red Wine Vinegar & Olive Oil.

The new all-natural, refrigerated salad dressings include:

**SWEET ONION** - The sweet and savory combination of Marzetti's Sweet Onion pairs nicely with bitter greens and fresh fruit.

**LIGHT POPPYSEED** - Poppyseed is a popular salad dressing flavor; Light Poppyseed provides the same great taste as regular Poppyseed but with 60 percent less fat and 40 percent fewer calories.

**OLIVE OIL & VINEGAR** - The simple combination of olive oil, vinegar and sherry combined with garlic and a special seasoning blend compliments any salad.

**RED WINE VINEGAR & OLIVE**

**OIL** - Red wine vinegar and olive oil is blended with a touch of lemon and black pepper to create a simple but savory dressing.

"We are excited to offer four new flavors to the Marzetti brand of salad dressings; onion based dressings are growing in popularity and the Light Poppyseed flavor meets consumer demand for well-balanced meals with less calories and fat," said Carla Laylin, group marketing manager for Marzetti Produce Dressings and Toppings. "Our new olive oil and vinegar based dressings offer consumers a trusted product made with all-natural, simple ingredients that add a pure, flavorful taste to everyday salads and recipes."

Marzetti salad dressings are sold in the refrigerated section of the produce departments for a suggested retail price of \$3.79 - \$4.49 per 12-ounce or 15-ounce bottle (prices may vary by store).

## Wonderful Expands Its Snack Nut Portfolio

Just in time for summer, consumers now have an additional option for snack nuts when shopping at your food store. The makers of Wonderful Pistachios are introducing Wonderful Almonds, available in grocery stores across the country. The nutritious, California-grown nuts can be found in three varieties: Roasted & Salted, Roasted No Salt and Natural Raw.

Fashioned in the iconic sleek, Wonderful branded black bags, Wonderful Almonds will be sold in seven-ounce bags in the produce section of grocery stores and 48-ounce bags in the grocery sections at club stores, such as Sam's Clubs.

"Our research shows that 70 percent of Wonderful Pistachios purchasers also buy almonds," said Marc Seguin, vice president of marketing, North America for Paramount Farms. "As the industry leader for almonds and pistachios, it was a natural next step for the company to begin packaging almonds under the hugely successful Wonderful halo, providing consumers with the option to purchase almonds from a brand they already trust and retailers with the value they have grown to expect in the Wonderful name."

Wonderful Almonds will be available in retail outlets nationwide, including: Kroger, Ahold, Supervalu, and Publix. In addition to the seven-ounce bag already available in stores, Wonderful Almonds will launch a 16-ounce option this fall, which will be available in the popular Roasted & Salted variety.



■ The makers of Wonderful Pistachios are introducing Wonderful Almonds. The nutritious, California-grown nuts can be found in three varieties: Roasted & Salted, Roasted No Salt and Natural Raw.

## Studies Show

## The Onion May Support Heart Health and Act as a Natural Anti-Inflammatory

It's time to forget about expensive, exotic, trendy super fruits, and focus our attention on an affordable, low-calorie "food with benefits" with which most people are already familiar. Did you know researchers are discovering how onions may help to mitigate bone loss, reduce the risk of heart disease and that their anti-inflammatory properties may help to protect the body against some cancers, brain disorders and diabetes?

There are thousands of varieties of onions, many of which are grown right here in the U.S. In fact, Americans consume 20 pounds per capita annually, up from 12.2 pounds in 1982. "Yellow, red and white onions provide more than just flavor. They have layers of benefits," says Consumer Advocate Kim Reddin of the National



■ Researchers are discovering how onions may help to mitigate bone loss, reduce the risk of heart disease and that their anti-inflammatory properties may help to protect the body against some cancers, brain disorders and diabetes.

Onion Association, [www.onions-usa.org](http://www.onions-usa.org). "While additional research is needed, there is a growing body of evidence that the essential nutrients and antioxidants in onions could have considerable health benefits."

### INCREASING BONE MASS

Onions contain several compounds that appear to play a role in increasing bone mass, thickness and mineral density: all important to combating osteoporosis. A 2009 analysis of the 2004 National Health and Nutrition Examination Survey concluded that onion consumption seems to benefit bone density in peri-menopausal and post-menopausal non-Hispanic white women 50 years and older. 1 Older women who eat onions frequently may decrease their risk of hip fracture by more than 20 percent compared to those who never consume them. "An early study using rats demonstrated that onions inhibited bone resorption by 20 percent when consumed at a rate of 1 g per day per kilogram of body weight. 2 That's slightly higher than the rate of bone resorption obtained from the calcitonin that is typically used to treat postmenopausal osteoporosis," Reddin points out.

She adds that researchers have also identified a peptide found in onions, called GPCS, that appears to hinder the action of osteoclasts (cells that break down bones).

### PROMOTING HEART HEALTH

Research shows that regular onion consumption, when coupled with a healthy diet and active lifestyle, may help lower high cholesterol and high blood pressure, and improve circulation. The thiosulfates in onions are natural blood thinners and reduce clotting.

"Onions are a natural source of flavonoids, most notably quercetin which in recent studies<sup>5</sup> have shown to help reduce chronic inflammation associated with an increased risk for cardiovascular disease," says Reddin. "Onions are also high in vitamin C, and a good source of fiber and chromium. Plus they have been shown to help regulate blood sugar levels which is important for managing diabetes."

### SAFE AND AFFORDABLE

Onions are readily available year round from U.S. growers, who are held to strict quality and safety standards. Onions are one of the most affordable and versatile vegetables.

Reddin says people often overlook the abundant and unique dietary contribution of onions. "Onions are more than a topping or condiment; they are an amazing vegetable. Loaded with health-enhancing compounds, they are low in calories, affordable, readily available, easy to store for extended periods of time, and versatile in cooking. Plus they add layers of flavor to any dish."

## SunFed Launches

## New Line of Organic Melons with HarvestMark Traceability

YottaMark, Inc., provider of the industry-leading HarvestMark fresh food traceability and supply chain insights platform, announced that SunFed is including HarvestMark traceability on their new line of organic melons. Using HarvestMark, SunFed will create a valuable connection between their growers, retailers, and the shopper. Shoppers will be able to instantly learn where, when, and how their SunFed melons were grown, get notified in the event of a recall, and provide valuable product feedback.

Each SunFed label on their new line of organic melon will carry a unique HarvestMark QR Code, providing a platform for enhanced food safety communication, and mobile and social marketing. Shoppers and retail buyers can easily access information they care about by scanning the HarvestMark QR code with their smartphones or entering the 16-digit HarvestMark code at [HarvestMark.com](http://HarvestMark.com). They can also provide feedback to SunFed using HarvestMark's mobile-and web-optimized feedback tools.

"Through our own primary market research, we know that buyers of natural and organic produce place a high value on transparency: discovering more about the source of the food they purchase for their families," said J. Scott Carr, president and CEO of YottaMark. "We're



HarvestMark

excited that SunFed has chosen to implement HarvestMark across its new line of organic melons, creating a valuable connection with the shopper. SunFed will be able to use the HarvestMark platform to aggregate data from shopper engagement, gain insights from customer feedback to build loyalty, and tune their growing and packing processes to get the best

quality product."

SunFed has begun deploying HarvestMark on their new organic honeydew melons, cantaloupes and seedless watermelons. The new organic melons are available for purchase, with additional expansion next year. In the event of a recall, shoppers can instantly check the food safety status of their melon by scanning the HarvestMark QR code or entering its unique 16-digit code at [HarvestMark.com](http://HarvestMark.com). The free HarvestMark app is available for iPhone and Android.

"We know how important it is to our customers that they learn as much as they can about the foods they choose to buy and eat," said Matt Mandel, Vice President of Sales & Marketing for SunFed. "By featuring HarvestMark on our melons, including cantaloupe, we are proud to provide customers with the information they seek to give them peace of mind when buying healthy food for their families."





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## Publix Miami Division

## 'Food for All' Annual Holiday Campaign Raises Over \$1.7 Million



■ **STANDING** (left to right): Food for All President/CEO Denis Zegar; Publix Miami Div. V.P.-Retail Operations Bill Fauerbach, and Publix Miami Division Director Merchandising, Gary Correll. **SEATED** (left to right): Publix Regional Director-North Chuck White and Publix Regional Director-Central Richard Rhoads present a check in the amount of \$30,000 to representatives of the DAN MARINO FOUNDATION as part of the distribution for the Publix 2011 Holiday Food for All Program. Monies were donated by Publix shoppers. Nearly \$1.8 million was raised – a record for the annual event!



■ **FOOD FOR ALL PUBLIX LUNCHEON** – Representatives from over 70 South Florida non-profit agencies gathered at the Publix Miami Division headquarters, April 19, as Publix presented checks totaling nearly \$1,800,000. Resulting from the annual seasonal fund raiser which took place from November 13-December 24, 2011.

## For South Florida Non-Profits

Publix Super Markets, Miami Division's holiday Food for All program raised \$1,795,607 in six weeks to benefit local and regional non-profit organizations throughout South Florida. The seasonal fund raiser took place in stores from November 13-December 24, 2011, and customers contributed by selecting a \$1, \$3, and \$5 donation coupon at the register when paying for their groceries. Cashiers scanned the coupon and the donation amounts were added to their final grocery bill. Publix distributed grants to over 70 South Florida charitable organizations during a check presentation luncheon, April 19, at Publix' Miami Headquarters.

"Our customers and associates were exceptional in their support of our holiday season Food for All Campaign," Publix Miami Division V.P. – Retail Operations Bill Fauerbach told TODAY'S GROCER. "Our 2011 program exceeded all expectations and we are thrilled with the results."



■ **FOOD FOR ALL President and CEO Denis Zegar** pictured at the Miami event along with Food for All V.P. – Sales and Marketing Tracey Taylor.



■ **FRIENDS CHORUS** received a check in the amount of \$10,000.



■ **Dwight Stevenson** accepts a check presented to his **DWIGHT STEVENSON FOUNDATION** in the amount of \$10,000.



■ **BONNET HOUSE** in Fort Lauderdale was presented a check for \$7,500.



■ A check for \$7,500 was presented to **CENTRO MATER WEST**.



■ **VERNON CAREY** accepts a check for \$20,000 presented to the **Vernon Carey Foundation**.



■ **MINISTERIO NUEVA JERUSALEM INT'L.** was presented a check for \$7,500.



■ **The JASON TAYLOR FOUNDATION** was presented a check for \$15,000.



■ **CITY YEAR** representatives accept their check in the amount of \$10,000.



■ **CENTRO HISPANIC CATHOLIC CHILDCARE CENTER** accepts their check for \$7,500.

## Comfort Foods with a Twist

## Blake's All Natural Foods Debuts Three New Items

Blake's All Natural Foods is a 4th generation family business obsessed with quality ingredients and small batch production. Blake's is known for classic comfort food like Chicken Pot Pie and Shepherd's Pie made from Grandma Clara's heirloom recipes, but exciting new meals are emerging from the family farm in Concord, New Hampshire. At this year's recent Natural Foods Expo West Blake's unveiled three new products—Upside Down Chicken and Waffle Pie, Harvest Vegetable Pie, and Gluten-Free Chicken Pot Pie.

By combining hand-pulled all white meat chicken, mashed sweet and russet potatoes, and a hint of Vermont maple syrup under an organic waffle, Blake's Upside Down Chicken and Waffle Pie has quite literally turned this favorite southern meal on its end.



■ **BLAKE'S ALL NATURAL FOODS** has introduced these three new all natural pot pies, which are now available for sale in your store.

Also on display at the Blake's booth were their Harvest Vegetable Pie and Gluten-Free Chicken Pot Pie. The Harvest Vegetable Pie is a meatless addition to Blake's lineup of classic pot pies. It's loaded with six organic vegetables and homemade vegetarian gravy and topped with a flaky pie crust. The Gluten-Free Chicken Pot Pie rounds out the new additions to Blake's family of

pot pies.

"We're excited to offer a chicken pot pie to the gluten-free community by replacing the traditional crust with an organic non-GMO cornbread crust," says Chris Licata, president of Blake's. "We offer these gluten-free and vegetarian options in the hopes that everyone can enjoy Blake's, regardless of dietary restrictions," says Licata.



## New Unilever Hair Care Brand Launch

Unilever is launching Clear Scalp & Hair Therapy a revolutionary new hair care line in North America for women and men that turns the conventional hair care discussion on its head focusing on the scalp, rather than the ends. Already in 40+ markets around the world, Clear is Unilever's fastest growing global hair brand but this time, uniquely formulated for the North American consumer. The innovative hair brand's new approach "feeds scalp and feeds beauty."

Clear Scalp & Hair Therapy is a breakthrough approach to hair care that starts with scalp nourishment and creates the right foundation for strong, beautiful hair for women and dandruff-free hair for men. The collection includes customized product ranges for women, men and African American women.



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# New Bravo Opens in Ocala

## 25K Showplace Opens in Central Florida

A TODAY'S GROCER Special Report

**D**aniel Garcia, Jose Batista and Juan Batista are celebrating the Grand Opening of their new Bravo Supermarket in Ocala, FL. The 25,000 sq. ft. independently-owned store formally opened its doors to the public on May 31. The impressive new store is located at 1929 S.W. College Road and becomes the 37th Bravo store in the Sunshine State.

The store's product mix has been selected to meet the unique needs of the diverse population surrounding the store. It offers a variety of, Hispanic, Asian, and Afro-American products in addition to traditional products. The beautiful new store features a full-service deli, bakery department, spacious produce department, meat department offering special cuts, delicatessen, and wine departments. Supporting the Grand Opening was an advertising program that featured a full-color 4-page circular delivered to residents in areas surrounding the store. Bravo Executive Vice President Jay Reinstein told TODAY'S GROCER, "Our goal is to bring the excitement and vitality of the Bravo shopping experience to residents of Ocala in surrounding areas. We are fortunate that this is a densely-populated



■ The 37th Bravo store in Florida is this 25,000 sq. ft. unit located at 1929 S.W. College Road in Ocala. The new store is owned/operated by Daniel Garcia, Jose Batista and Juan Batista.



■ Bravo Business Development Manager Richard Sanchez pictured with Juan Batista.

area. Based on our demographic studies, we expect to attract customers from a broad economic spectrum our Ocala store team is committed to bringing shoppers personal service and quality food products. We realize that by knowing our customers and meeting their needs, we can successfully compete with

the large established chains."

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

All three men are experienced store operators Jose and Juan Batista also operate Bravo locations in Apopka and Winter Garden. Danny Garcia is the owner of a Bravo location in Kissimmee.

The recent Central Florida opening continues Bravo's growth in the Sunshine State. A number of other store openings are scheduled before the end of the year.



■ BRAVO-OCALA Operators (left to right): Daniel Garcia, Jose Batista and Juan Batista.



■ The Family that Makes It Work!



■ BRAVO LEADERSHIP TEAM – Bravo Manager/Store Operations, Southeast Division Jose Jorge, Retail Counselor Ray Vann and Krasdale/Bravo Executive Vice-President Jay Reinstein.



■ RUNNING SMOOTHLY – Customer checkouts are processed quickly and efficiently thanks to state-of-the-art technology installed by Miami-based Tecnica. On hand for the Grand Opening was Tecnica Project Manager, Freddy Palomino.





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# 10 On the Promotional front

## Peapod Transforms Chicago's

### State And Lake Tunnel Into Virtual Grocery Store

First in the U.S. to Pilot Virtual Rail Program

While many a grocery list has been scribbled during a train commute, now, for Chicago's more than one million weekly train passengers, groceries can be scanned, ordered and scheduled for home or office delivery, all via smartphones, faster than you can say "All aboard!"

Peapod, the leading Internet grocer, has placed a virtual grocery store in Chicago's highly traveled State and Lake Station Tunnel. Not only is Peapod the first in the nation to pilot this on-the-go, virtual store concept, but it's also the first company to mount a "tunnel takeover" ad campaign of this magnitude in Chicago. The campaign features wrapped tunnel walls with larger-than-life ads of grocery shelves. The shelves are stocked with popular products and household staples from brands like Coca-Cola, Barilla, Procter & Gamble, Kimberly Clark and Reckitt Benckiser.

iPhone/iPad and Android users simply scan a QR code to download a free PeapodMobile app on the spot and start shopping by scanning the bar codes of the products featured in the ads. Commuters can get orders started on the platform, manage shopping lists and schedule deliveries — for next day or even several days or weeks in advance — during their train rides to or from the office.

"Chicagoans spend, on average, more than an hour commuting to and from work(+) each day. That's well over 200 hours a year in transit time alone, and our schedules are more demanding than ever. Peapod's virtual store program for commuter rail stations is a creative, convenient way for passengers to multi-task and knock out their grocery shopping on the go," said Mike Brennan, COO, Peapod. "PeapodMobile helps turn commuting time into productive time."

Peapod's virtual store ads in-



PEAPOD, the nation's leading Internet grocer, has placed a virtual grocery store in Chicago's highly traveled State and Lake Station Tunnel. Not only is Peapod the first in the nation to pilot this on-the-go, virtual store concept, but it's also the first company to mount a "tunnel takeover" ad campaign of this magnitude in Chicago.



PEAPOD'S VIRTUAL STORE PROGRAM for commuter rail stations is a creative, convenient way for passengers to multi-task and knock out their grocery shopping on the go. Smartphone users simply scan a QR code to download a free PeapodMobile app on the spot, and start shopping by scanning the bar codes of the products featured in the ads.

clude products that typically fill weekly shopping baskets for busy households. Coffee, condiments and cleaning products can be scanned on train platforms. So can soup, snacks and cereal, milk and bread, health and beauty products, and fresh fruits and vegetables, too. Once on the PeapodMobile app, customers have access to more than 12,000 popular and store-brand products, from grocery basics to farm-fresh produce; restaurant-quality meats and seafood; prepared foods and party trays; deli meats and cheeses, sliced to order; Kosher, organic and specialty foods; office, school and pet supplies. A

variety of beer, wine and beverages are also available. First-time Peapod customers will need to register on [www.peapod.com](http://www.peapod.com) in order to complete their first PeapodMobile order on their smartphones.

Peapod first rolled out this virtual rail pilot in Philadelphia last February on 15 commuter rail platforms throughout the region. Commuters have taken advantage of the onsite grocery scanning opportunity during the 12-week campaign, diversifying their selections and boosting their mobile order size. In addition, 90 percent of those consumers who scan are returning to Peapod to shop and order again.



## Great Cookie Dunk Sets World Records

The dunking of a giant cookie into very tall glass of milk kicked off a simultaneous cookie dunk by 1,136 participants, May 12, at Great Cookie Dunk, during Burlington's annual Kids Day in Battery Park.

The dunk event, sponsored by the New England Dairy Promotion Board's Keep Local Farms organization, set a world's record, and also raised money for Make-a-Wish Vermont.

Doing the dunking honors on stage (left to right) are: U.S. Senator Bernie Sanders (I-Vt), Vermont Governor Peter Shumlin, Burlington Mayor Miro Weinberger, and emcee/deejay Tim Kavanaugh of Star 92.9. In front of the stage are Make-a-Wish Vermont board members Terrell Titus, Joe Hameline, Mark Wallace, Peter Young and interim CEO Leslie Williams. Cookies were donated by Tipped Cow Cookies, and milk by HP Hood, which provided dunk-sized cartons to all participants and provided on-site support. (Photo: David Eaton)

## The Gift of Wood:



C&S donations have helped plant 35,700 trees that will trap carbon dioxide and create habitat for wildlife. (Photo: Mark Corliss)

## C&S Wholesale Grocers and The Conservation Fund Partnership to Restore Forests

How do you celebrate your fifth anniversary? With a gift that is beautiful, durable and made from one of nature's most important renewable resources: wood. That's exactly how C&S Wholesale Grocers and The Conservation Fund will mark the company's fifth consecutive donation to the Fund's Go Zero program, by restoring native forests for wildlife and trapping carbon dioxide (CO<sub>2</sub>) in trees. The company's grant will help plant native trees to offset the annual CO<sub>2</sub> emissions associated with the electricity and propane use at five facilities, including their two corporate headquarters buildings for 2011. The donation also offsets the emissions associated with the annual roundtrip employee commutes for all five facilities.

The gift will enable the Fund to plant more than 10,700 trees across 35 acres at Upper Ouachita National Wildlife Refuge in Louisiana that will trap an estimated 11,680 MTCO<sub>2</sub>e as the trees mature. Go Zero sponsors such as C&S are returning the Refuge to its natural floodplain in an effort to sustain wildlife including deer, turkey, bald eagle, Louisiana black bear and more than 265 species of migratory birds. Since the company's first grant to Go Zero, C&S has supported the planting of approximately 35,700 trees and the restoration of 118 acres on behalf of the U.S. Fish and Wildlife Service. These newly restored forests do more than just address climate change; they leave a lasting legacy by improving important wildlife habitat, cleaning our air and waterways and enhancing outdoor recreational areas.

"There is no question that 35,700 trees is a lot of trees," noted Gina Goff, Senior Director of Community Involvement at C&S Wholesale Grocers. "By partnering with The Conservation Fund and supporting Go Zero, we're making a difference for the environment in a lasting and straightforward way. If other companies, especially those in the food industry, are inspired by our example, we would be especially proud," she added.

The Go Zero program works with individuals and companies such as C&S Wholesale Grocers to help reduce, and then offset, the carbon footprint of everyday activities. Donations help plant native trees in protected parks and wildlife refuges nationwide. The new forests will capture and store carbon over time, while creating habitat for birds, fish, bears and other wildlife.

## Challenge Butter Launches

### "Real Summer. Real Fun. Instant Win Game"

Challenge Butter, has launched an online instant win game in which fans can spin a prize wheel for a chance to win \$100,000 in cash. Partners Good Cook®, Krripps Kraut® and Langers Juice® are joining in the fun by offering additional cash and product prizes.

Now through September 5, 2012, fans can enter the Challenge Butter "Real Summer. Real Fun. Online Sweepstakes" by visiting <http://www.facebook.com/ChallengeButter> or [www.RealSummer-RealFun.com](http://www.RealSummer-RealFun.com). Players can spin the wheel up to six times a day for a chance win the grand prize of \$100,000 or other prizes including cash, Good Cook® summer prize packages and free Challenge Butter and Langers Juice.

"Summer is all about family, food and fun, and Challenge Butter is thrilled to offer our fans a way to enjoy the season while putting cash in their pockets," said Tim Anderson, SVP of Retail and Food Service for Challenge Dairy Products, Inc.







■ **NEW LOOK ON ROUTE 66** – Ray Charley and his family are celebrating the recent completion of 2-year renovation project which has turned their Shop 'n Save located at, 990 N. Main Street in Greensburg, PA into a state-of-the-art shopping experience.

## Route 66 Shop 'n Save Celebrates Grand Reopening

Two-year project creates a state-of-the-art, more environmentally friendly store

**R**oute 66 Shop 'n Save celebrated the completion, May 10, of a two-year renovation project that creates a state-of-the-art location with more environmentally and shopper friendly amenities. Updated features include a new exterior to the store, improved wall décor, new flooring, and more efficient food cases with LED-lighting. These improvements have contributed to the store using about 30 percent less energy.

A dedication ceremony was held to thank the workers and members of the community who

helped make the project possible. At 34,000 sq. ft., the full-service location is owned and operated by Ray Charley and his sons, Mike and Tom. The family also owns and manages the Pittsburgh Street Shop 'n Save.

"The decision to remodel the Route 66 Shop 'n Save was made to reinvest in our community," said Ray Charley, store owner. "My family and I are proud to call this community home and our customers, our neighbors. Remodeling this store gives this area a first class place to shop."



■ Tom and Mike Charley cut the ribbon on their newly-remodeled Shop 'n Save in Greensburg, PA.



■ The top to bottom store remodel took almost two years to complete.



■ THE CHARLEY FAMILY owns two SHOP 'n SAVE locations in Western Pennsylvania.



■ Sure to be a big hit with shoppers is the store's fresh olives bar.



■ Store owner Ray Charley (right) introduces dignitaries from the federal, state and local levels attending the Grand Opening.



■ New LED coolers will help the store save 30 percent on energy costs.



# Sabor Tropical Debuts in Kendall

## New Food Shopping Experience Opens in West Miami-Dade

Residents of southwest Miami are celebrating an all new shopping experience following the May 2 Grand Opening of Sabor Tropical Supermarket "Donde Ud Siempre Ahorra Mucho Mas!" at 8700 S.W. 137th Avenue (the corner of 137th Avenue and 88th Street, behind Chase Bank).

This has been a long-standing shopping destination since the early seventies. At one time, the shopping center had been home to a Winn-Dixie store. The Sabor Tropical does not occupy that location. It is at the opposite end of this strip center from the former.

W-D. Now, the venerable and expansive center is undergoing a rebirth and re-development, bringing an all new shopping destination to those in the far west reaches of Miami-Dade county.

The new Sabor Tropical becomes the fifth store for A.G. member-operator Rafael Castro. Castro's other stores include four others in Miami-Dade County and one store in Palm Beach County.

"We are very proud to introduce the Sabor Tropical shopping experience to residents of the Kendall area," Castro told TODAY'S GROCER. "My team and I are very eager for everyone to give a look to our beautiful new store."

Sabor Tropical occupies a site occupied previously by a drug-store and most recently by Mega Supermarket. However, this is where similarities end – as Castro and his team have totally remodeled and reinvented the shopping experience for their customers at the all new store. Highlights include and updated/repainted ceiling, new equipment, new flooring and many added departments and services. Sabor Tropical is a member and supplied Associated Grocers of Florida, Inc. and is IGA partner.

The new store will be able to compete effectively with its competitors – including the chains – thanks to state-of-the-art installed and maintained by Miami-based Tecnica at its 5 front-end checkouts and customer-service counter.

Sabor Tropical is open Monday through Saturday from 7 a.m. – 10:00 p.m. and on Sunday between 7 a.m. – 9:00 p.m.



■ SABOR TROPICAL SUPERMARKET brings a new shopping experience to residents of Miami-Dade's Kendall area following the May 2 Grand Opening of this new store located at the corner of 137th Avenue and 88th Street.



■ OPENING DAY KICK-OFF: Celebrating the new store's opening (left to right) are: A.G. of Florida Representative Ramon Valle, A.G. V.P. - Business Development, Amaury Portela; Sabor Tropical Store Manager Juan Carlos Polo; Associated Grocers of Florida President Christopher Miller; Rafael Castro, Owner and CEO Sabor Tropical Supermarkets, Sabor Tropical Assistant Store Manager Regina Llapur; A.G. of Florida Sr. V.P. – Sales, Gregg Young, and A.G. of Florida Retail Counselor, Raul Morales.



■ SABOR TROPICAL Owner/Operator Rafael Castro receives opening day congratulations from Tecnica representatives, Hector Martinez, Maria-Jose Rojas and Tecnica Project Manager Carlos Sanchez.



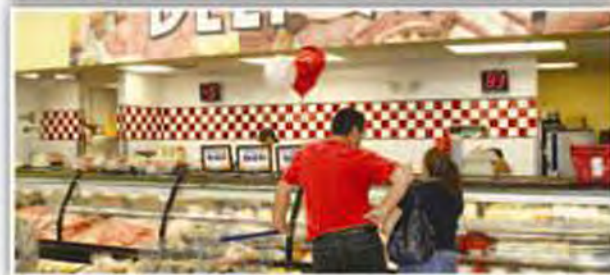
■ ASSOCIATED GROCERS OF FLORIDA V.P.- Business Development Amaury Portela (right) pictured with Juan Garcia and Ihsosvany Fernandez, Sabor Tropical.



■ RAFAEL CASTRO FAMILY MEMBERS: Cirilo De Jesus Castro (father), Stephanie Castro (daughter) and Marcia Castro (wife).



■ A display of EuroPan bakery products.







## Soothie Suckers

Freezable Herbal Blends Provide Natural Health Support for Children

Soothie Suckers, makers of the first all-natural frozen herbal supplements for children, has announced the availability of its ice pops in three improved fruit flavors.

Soothie Suckers are 100 percent plant-based herbal supplements in the form of freezable ice pops. Each Soothie Sucker blend makes use of herbal remedies that for generations have provided parents safe and gentle ways to help kids stay happy and healthy. They are free of artificial flavors and colors, preservatives and alcohol.

"As a mother, I saw first-hand a real need for natural products that can help children stay at their best," said Marietta Harrison, the creator of Soothie Suckers. "Soothie Suckers herbal blends provide gentle, safe and effective support for kids' health, and with the improved natural flavors, kids will love the way they taste."

Soothie Suckers are available in three herbal blend varieties:

**IMMUNE SUPPORT (IMPROVED NATURAL ORANGE FLAVOR)** – Supports the immune system with the herbs Echinacea, Astragalus, Mullein Leaf and Pau D'Arco Bark.

**COLD SUPPORT (IMPROVED NATURAL GRAPE FLAVOR)** – Supports upper respiratory and immune health with the herbs Echinacea, Pau D'Arco Bark, Pleurisy Root and Goldenseal Root.

**THROAT SUPPORT (IMPROVED NATURAL CHERRY FLAVOR)** – Provides throat and respiratory support and includes Wild Cherry Bark, Mullein Leaf, Eucalyptus Leaf and Pau D'Arco Bark.

Each of the three blends was formulated by KP Khalsa, the president of the American Herbalists Guild, a renowned clinical herbalist with more than 40 years of experience. In addition to the herbs being organic and non-GMO, the freezable liquid blends are also packaged in new pouches that are BPA-free.

## Medjool Dates Sales Volume Up 34 Percent

The family farmers that make up the Bard Valley Medjool Date Growers Association (BVMDGA) announced that year-over-year sales volume of its Natural Delights™ Medjool Dates, the nation's top-selling Medjool date brand, were up 34 percent in 2011, thanks to increased distribution and greater velocity in existing points of distribution. Grown in Bard Valley in the extreme U.S. Southwest, Natural Delights account for more than 60 percent of the U.S. Medjool date crop.

The 34 percent increase in sales volume in 2011 includes more than a 50 percent increase in Natural Delights date roll sales. These are offered in pistachio, almond and coconut varieties. Distribution gains were highest in the Pacific and North-east regions.



consumer promotions, PR and social media including a new Medjool date Facebook page, <http://www.facebook.com/MedjoolDates>.

"The Natural Delights Medjool Dates brand is growing significantly as an increasing number of retailers and customers embrace the premium taste, versatility and health advantages of this remarkable fruit," said Dave Anderson, marketing director of BVMDGA. "In 2012, we look to solidify our leadership position and develop new ways to boost both product trial and awareness."

In addition to increased distribution, Natural Delights Medjool Dates benefited from a comprehensive marketing program encompassing digital advertising, in-store and

## Annual Ice Cream & Novelties Promotion Sparks Excitement

The National Frozen & Refrigerated Foods Association (NFRA) and 24 leading brands are sponsoring the annual Summer Favorites Ice Cream & Novelties promotion, heating up category sales in June and July by hosting a Retail Display Contest and consumer Coupon and Freezer Giveaway.

A Summer Favorites Freezer Giveaway will peak consumer interest and drive increased traffic to the ice cream and novelties aisles. A new winner will be randomly chosen every week of the promotion to receive exclusive manufacturers' coupons from the sponsoring brands. One grand prize winner will win a chest freezer at the end

of the promotion. Consumers can enter the giveaway on the Easy Home Meals Facebook page. The Retail Display Contest entices retailers to spread the word about the giveaway through in-store point of sale.

Retailers, manufacturer reps and sales agents are encouraged to develop creative merchandising displays during the 9-week promotion and compete for the prestigious Golden Penguin Award. Qualifying displays should feature the sponsoring brands as well as direct consumers to the Freezer Giveaway through the Easy Home Meals website and Facebook page. Entries are due to NFRA by Au-

gust 10, 2012, and winners will be recognized in six regional categories on October 9, 2012, at the National Frozen & Refrigerated Foods Convention in Washington, DC.

Additional support for the promotion is provided by Mr. Food who will promote Summer Favorites on his TV show airing July 2, sharing recipes and tips with consumers. Newspaper and radio spots will emphasize the discounts that many stores offer shoppers during the promotion. NFRA has themed point of sale and artwork available to help participants create promotional materials and enhance their displays for the competition

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# Grand Opening of Publix at Pompano Shopping Center

Store's Completion Key Component in Re-development of East Atlantic Blvd.

A TODAY'S GROCER  
Exclusive Reports

**O**n Saturday, March 31, the rebuilt Publix at Pompano Shopping Center welcomed back its customers and continued passing on the Publix spirit.

The original store, which opened on August 3, 1967 and was 44,000 sq. ft., closed on April 30, 2011. The store was demolished and rebuilt on site. Moss and Associates served as the contractor. The redesigned store offers customers 54,300 sq. ft. of shopping pleasure. In addition to the traditional grocery, produce, meat, dairy and frozen food departments, the store features the following full-service departments: bakery, deli, floral, fresh seafood and sushi as well as a Publix Pharmacy and Publix Liquors.

"The completion of this new store marks a major milestone in the re-development of our East Atlantic Blvd. corridor," Pompano Beach Mayor, Lamar Fisher told those gathered for a V.I.P. tour of the store held the Tuesday prior to its Saturday Grand Opening. Fisher told the audience that Teamwork: Working together on the part of all parties – Publix, contractors, and the City, resulted in completion of the project in record time.

An impressive façade fronting on the thoroughfare belies the large complex behind it. Retail shops front the street. Behind them is a large parking garage. Across from the parking garage is the main entrance to the new supermarket. The whole complex is a masterful piece of design, construction of which was fast-tracked to completion in less than a year. The retail component and Publix component to the complex represents a key component in the re-development the City of Pompano Beach's key shopping district.

The deli at the new Pompano Beach store serves traditional offerings such as Publix subs, fried chicken and rotisserie chicken and has been expanded to include freshly prepared foods in which customers will have six culinary venues to choose from:

- **CHEF'S SELECTIONS** – Chef-inspired collection of appetizers, entrees and side dishes including cedar plank salmon and citrus grilled chicken;
- **ARTISAN SALADS** – Artisan salads made with fresh garden vegetables Handcrafted Sandwiches – Boar's Head meats and signature subs also available;
- **PACIFIC WOK** – Featuring Pan Asian favorites like Kung Pao Shrimp, General Tso Chicken fried rice and more;
- **SOUP BAR** – Featuring gourmet soups daily and
- **ENTREES & SIDES** – A selection of freshly made entrees and side dishes served hot including brisket and Chicken Parmesan.

The deli also features artisan cheeses from around the world and a Mediterranean Bar to include olives.

The grocery aisles have been expanded to allow for an extended



■ **PUBLIX AT POMPANO SHOPPING CENTER** is a key component in the city's re-development of its East Atlantic Boulevard corridor. This street view is actually of the retail shops fronting the parking garage. The actual supermarket is behind this building.



■ **STORE MANAGER Keith Critelli** (second, right) receives congratulations from Publix Regional Director Central Region Miami Division Richard Rhoads, V.P.-Retail Operations Bill Fauerbach and District Manager, Alan Price.



■ **PUBLIX Meat R.C. Dave Roskovich**, Deli Department Manager, Christine Lapienski and Deli R.C. Janie Allan.



■ **RIBBON CUTTING** Grady Singleton a member of the city's pioneering McNab Family helps cut the ribbon marking the Grand Opening of the new store.



■ **PUBLIX #1393 Store Manager Keith Critelli** (center of table) with members of his key management team: Thomas Castello (Meat Manager), Vickran Ransaroop (Produce Manager), Maribelle Martinez (Asst. CSM), Christina Oney (Asst. Store Mgr.), Paul Steighner (Grocery Mgr.), Eileen Mariani (Bakery Mgr.), Christine Lapienski (Deli Mgr.) and Sherry Bertolini (CSM Mgr.).





Getting to Know -  
**KEITH CRITELLI**  
Manager, Store #1393

Keith Critelli was born in Little Neck, NY and spent the first fourteen years of his life in Plainview. At age 14 he and his family moved to Florida, situating themselves in Irverrary. He began with the company bagging groceries at store #40 (Commercial Blvd. & 441). Following graduation from Boyd Anderson High School he studied business at Broward Community College. He has managed stores in both Lauderhill and the City of Sunrise. He is a longtime part-time deputy with the Broward Sheriff's Office. Keith and his wife Erica are the proud parents of Kristina, Kyle and Kaitlyn. The family resides in Coral Springs where he enjoys water sports and spending time with the family.



■ Laurie Begley, Asst. Bakery Mgr. with Bakery Mgr. Eileen Mariani.



■ The front-end features 11 checkouts.



■ Expressions from Hallmark Cards.



■ Customer Service Counter



■ City of Pompano Beach Mayor Lamar Fisher says that Teamwork was key to making this project a reality.



■ Doris Price was presented a beautiful floral arrangement in recognition of her efforts in conjunction with the pre-opening V.I.P. party. Here is she is pictured her husband Alan and Bill Fauerbach.



■ Bill Fauerbach and Alan Price pictured with City of Pompano Beach Mayor Lamar Fisher (center).



■ Laurie Bagley and Eileen Mariani pictured with the special cake they and their bakery staff created in honor of the store opening.



■ Publix Miami Division Marketing Director Gary Correll pictured with Assistant Store Manager Christina Oney and Store Manager Keith Critelli.

product offering of natural and organic foods.

Approximately 200 Publix associates are employed at the new store.

The Store Manager of #1393 is Keith Critelli, who most recently served as store manager at Publix at Sunrise West and who has 33 years of service with Publix. Assisting Critelli are member of his key management team, which include: ASST. STORE MGR. - Christina Oney, GROCERY MGR. - Paul Steighner; ASST. GROCERY MGR. - John Hernandez; CUSTOMER SERVICE MGR. - Sherry Bertolini; ASST. CSM MGR. - Maribelle Martinez; MEAT MGR. - Thomas Castello, ASST. MEAT MGR. - Kevin Matherly, PRODUCE MGR. - Vickran Ransarop; ASST. PRODUCE MGR. - Delynx Dely, BAKERY MGR. - Eileen Mariani; ASST. BAKERY MGR. - Laurie Begley; DELI MGR. - Christine Lapienski; ASST. DELI MGR. - Marc Zavarro, PHARMACY MGR. - Mary Steckbeck, R. Ph. and ASST. PHAR-

MACY MGR. - Robert Shahnazarian, R. Ph.

"We are so excited to open our doors and can't wait for our customers to see all the enhancements their new Publix has to offer," Kim Reynolds, Publix's Miami Media and Community Relations Manager told TODAY'S GROCER. "We anticipate that our customers will be very pleased with the updated décor and additional products and services." "I bagged groceries here (the original location) as a young boy," Miami Division V.P. - Retail Operations, Bill Fauerbach said. "I was raised in the area, went to school in the area, and still live in this area. I served as Assistant Manager at the old store in 1969. This is a very special store to me."

The new Pompano Beach store is open from 7:00 a.m. - 11:00 p.m., seven days a week. Liquor store hours are: 10:00 a.m. - 9:00 p.m. Monday-Thursday, 10:00 a.m. - 11:00 p.m. Friday- Saturday and Noon-9:00 p.m. on Sunday.



■ Alan Price (left) and Store Manager Keith Critelli (right) pictured with Pharmacy Mgr. Mary Steckbeck R. Ph. and Asst. Pharmacy Mgr. Robert Shahnazarian.



## Publix at 18 Biscayne Shopping Center

# Grand Opening Continues Revitalization of Downtown Miami

## 49K Showplace Opens in Omni Area

A TODAY'S GROCER  
Exclusive Report

The revitalization of downtown Miami is in full swing and reflected by the recent opening of yet another Publix showplace, this one in the Magic City's Omni area.

Publix at 18 Biscayne Shopping Center, a 40,204 sq. ft. multi-level structure opened, Saturday, March 31 at 1776 Biscayne Boulevard. The new store is across the street from the venerable Omni hotel/business/shopping complex. It is one of two grand openings the company celebrated on the same day – the other being a 54,340 sq. ft. store located on East Atlantic Boulevard in Pompano Beach.

The new store features a 2-level parking garage providing plenty of parking space for shoppers to the new food store and building tenants which include: GNC, Wells Fargo Bank, and Hair Cuttery.

In addition to the traditional, produce, meat, dairy and frozen food departments, the store features such full-service departments as bakery, deli, floral, fresh seafood and sushi, as well as, a Publix Pharmacy inside the store and a Publix Liquors, just across from the food store's main entrance. Hot foods are available for purchase by the pound, there is a Soup Bar and in-store dining area. Nine checkouts at the front-end – and a total 16 POS terminal throughout the store – assure rapid customer-service.

The deli serves traditional offerings such as Publix subs, fried chicken and rotisserie chicken and has been expanded to include freshly-prepared foods in which customers will have six culinary venues to choose from:

- **CHEF'S SELECTIONS** – Chef inspired collection of appetizers, entrees and side dishes, including cedar plank salmon and citrus grilled chicken;
- **ARTISAN SALADS** – Artisan salads made with fresh garden vegetables;
- **HAND-CRAFTED SANDWICHES** – Boar's Head meats and signature subs are available;
- **PACIFIC WOK** – Featuring Pan Asian favorites like Kung Pao Shrimp, General Tso Chicken fried rice, and more;



■ **NEW TO DOWNTOWN** – Publix at 18 Biscayne Shopping Center opened Saturday, March 31, at 1776 Biscayne Boulevard in Downtown, Miami, Florida. The 49,204 sq. ft. showplace is managed by – Store Manager, Charles Anderson, Jr.

- **SOUP BAR** – Gourmet soups freshly-made daily;
- **ENTREES AND SIDES** – A selection of freshly-made entrees and side dishes served hot, including brisket and chicken parmesan.

The deli also features an Artisan Cheese Shop with specialty cheese from around the world and a Mediterranean bar including olives. The grocery aisles have been expanded to allow for an extended product offering of natural and organic foods. The store features a café, also accessible from outside the store via a service window. The café features customer favorites such as Cuban coffee and pastries.

Store manager Charles Anderson, Jr. heads a staff of approximately 180 associates at store #1397. Aiding him are members of his key management team, including: ASSISTANT STORE MANAGER – Alex Paredes, GROCERY MANAGER – Pedro Llanos, ASSISTANT GROCER MANAGER – Mauricio Cruz, CUSTOMER SERVICE MANAGER – Melissa Mendoza, ASSISTANT CSM – Albert Falcon, BAKERY MANAGER – Rolando Morales, ASSISTANT BAKERY MANAGER – Molly Morse, DELI MGR. – Anilay Gacita,

ASSIST. DELI MGR. – Veronica Amato, MEAT MGR. – Buttler Josue, ASSIST. MEAT MGR. – Clifford Lherisson, PHARMACY MGR. – Michael Chu, R. Ph. and ASSIST. PHARMACY MGR. – Kristy Nagy, R. Ph.

"We are thrilled to be opening our store in Midtown Miami in the heart of the area's re-development," Publix Miami Media and Community Relations Manager Kim Reynolds told TODAY'S GROCER. "The store is pedestrian-friendly and will serve as a great 'grab-and-go' lunch spot for residents and professionals in the area. "We know our customers will love the expanded culinary venues offered at this store."

Publix at 18 Biscayne Shopping Center is open from 7:00 a.m. – 11:00 p.m. Monday – Saturday and 7:00 a.m. – 10:00 p.m., Sunday. Pharmacy hours are: 9:00 a.m. – 8:00 p.m., Monday – Friday, 9:00 a.m. – 6:00 p.m. on Saturday and 11:00 a.m. – 5:00 p.m. on Sunday.

With the opening of the new downtown Miami and Pompano Beach locations, there are now 257 stores in the Publix Miami Division. Two new replacement stores are scheduled to open in Boynton Beach in June-July.



■ **STORE #1397 Store Manager, Charles Anderson, Jr. (center) pictured with (left to right): Publix Reg. Dir. Southern Reg., Miami Division, Mike Meredith, Publix Miami Media and Community Relations Manager, Kim Reynolds, Publix Miami Division V.P.-Retail Operations Bill Fauerbach and District Manager Larry Rhoads.**



■ **Store Manager Charles Anderson, Jr. pictured with Meat Manager Butler Josue and Assistant Meat Manager Clifford Lherisson.**



■ **Publix Apron's Counter**



■ **Interior Store Entrance**





### Getting to Know - **CHARLES ANDERSON, Jr.** Manager, Store #1397

A native of Miami, Charles graduated from Southridge Senior High. He joined the company in 1984 as a customer-service clerk at the former store #86 in Cutler Ridge. He rose through the ranks to positions including stock, 2nd Assistant Manager, Grocery Manager and Assistant Store Manager, before being named Store Manager at store #147 (since closed) in 2006. He was also Manager of store #629 (Miami Gardens) and store #46 (North Miami). When away from the workplace, Charles enjoys producing music, including his favorite - hip hop.



■ **PUBLIX PRIDE** - Showing their creative talents in celebration of the opening are Publix Meat R.I.S. Robert Pustizzi and Harold Scott, Meat Department Manager at store #714.



■ Paying for purchases at the new store is no problem at all thanks to 9 checkouts at the front-end, and a total of 16 POS terminals located throughout the store.



■ Entertaining will be no problem for store shoppers. The new store features an expansive wine department.



■ Pharmacy Manager Michael Chu, R. Ph. and Reg. Pharmacy Tech Robert Scart.



■ Store Manager Charles Anderson, Jr. with Assistant Store Manager Alex Paredes.





## 18 Grocery

## Voltex



## Pancar Trading LLC Debuts New Powdered Laundry Detergent

Pancar Trading LLC, Miami, FL, has launched Voltex powdered laundry detergent – the future of laundry detergent.

Voltex was created for the value-based consumer who isn't willing to sacrifice performance with price. Voltex is a green product, safe on the environment, phosphate-free with built in optical whiteners and fabric softeners. Voltex will perform at the top of the powdered category. The popular 1kg bag will yield approximately 14 loads.



## Affresh: New Dishwasher Cleaner Introduced

These days, consumers aren't just scanning supermarket shelves for savings. Conscientious shoppers have been increasingly putting their dollars behind products that are environmentally safe and won't harm the earth, themselves or their families.

With that in mind, I wanted to let you know about a new cleaning product currently hitting supermarket shelves. Affresh™ Dishwasher Cleaner is a smart choice for shoppers who are concerned about the damage cleaning products can inflict on the environment.

Affresh guarantees its ingredients are environmentally safe, giving customers peace of mind when it comes to their impact on the environment. The affresh™ brand is leading the way by introducing its first product to be recognized by the EPA's Design for the Environment program. The chemistry used in the new formula of affresh® Dishwasher Cleaner uses environmentally safer ingredients and offers improved cleaning performance to help remove mineral residue in dishwashers.

All it takes is a monthly cleaning to keep dishwashers looking brand new.



## Planters Debuts Heart-Healthy Almonds and Pistachios

Planters has added a tasty twist to its beloved line of wholesome snack nuts with Planters roasted Almonds and Pistachios. The new line includes Planters Dry Roasted and Salted Almonds, Planters Dry Roasted Pistachios, Planters Sea Salt and Black Pepper In-Shell Pistachios, and Planters Pistachio Blend.

Planters Almonds and Pistachios come

from the groves of the Western United States, and then roasted. Their unique roasting process delivers the extraordinary flavor, while providing nutritional benefits.

Heart healthy almonds and pistachios are nutritious and have monounsaturated and polyunsaturated fats and dietary fiber.

The suggested retail price from Planters Almonds is \$3.49, Planters Pistachios is \$6.99.

Scientific evidence suggests but does not prove that eating 1.5 ounces per day of most nuts, as part of a diet low in saturated fat and cholesterol and not resulting in increased caloric intake may reduce the risk of heart disease.



## Hinode Rice Now Available Across the U.S.

New Products Include Microwavable Jasmine Brown Rice and Exotic Black Rice

Hinode Rice is on a mission to help families eat more whole grains by offering convenient microwavable products and premium rice varieties from Asia. Americans are busy, so it's important for parents to find quick and easy meals they feel good about feeding their families.

Hinode Rice is making brown rice even more accessible with convenient microwavable rice products and Calrose medium grain rice varieties that are now available in Wal-Mart, Kroger and Safeway grocery stores across the U.S. HINODE is also introducing an ancient variety called black rice to mainstream America. Once reserved for royalty in Asia, black rice is an exotic super food gaining popularity with foodies and restaurants. Hinode black rice is

now available in Kroger stores.

Rice is naturally gluten free and frequently used as the main ingredient in many vegetarian, Asian and Indian cuisines. According to the FDA, diets rich in whole grain foods (such as brown rice), other plant foods and low in total fat, saturated fat and cholesterol may help reduce the risk of heart disease and certain cancers.

Hinode's microwavable brown rice (available in trays, pouches or cups) is ready in two minutes or less. The softer texture in the Hinode fragrant jasmine brown rice tray is ideal for picky eaters. "You can turn leftover chicken and veggies into authentic dishes in just minutes with Hinode microwavable rice," explains Shaina Olmanson, author and blogger at FoodForMyFamily.com.

Hinode Rice will support its growing national distribution with a new advertising campaign highlighting whole grain rice characters partaking in physical activities including yoga, running and rowing. The new campaign will include television, pre-roll video, social media and local sponsorships in target markets across the U.S. to generate trail and brand awareness.

John Koury, VP of Sales and Marketing for SunFoods, LLC shares that "Consumer demand for whole grain rice is growing as families look for natural ways to increase fiber in their diet and opt for gluten free alternatives. The Asian Food segment is developing alongside the ethnic population in the U.S. and families are incorporating more ethnic ingredients, like jasmine rice, into home cooked meals."



## Weber Launches New Innovative Grilling Products

Presenting two new innovative grilling products from Weber® Sauces & Seasonings: Just Add Juice (which is a marinade that uses juice as opposed to oil) and BBQ Sauce (using molasses as the base instead of corn syrup). They're out now in time for the busy grilling season.

According to a recent Weber Sauces & Seasonings survey,

more than 50% of Americans use ingredients as their "grilling secret" and most have already begun experimenting with juice for marinades. Plus, 73% of grillers use sauces, mops and glazes when they grill.

These will be great additions to your summer promotional offerings.



## David Silverberg

# Former Wakefern President Dead at Age 91

David Silverberg, a legend in the supermarket industry who spent 37 years at Wakefern Food Corp., died, May 9, at the age of 91.

Born in 1921 in Proskurov, Russia, Silverberg immigrated with his parents to New York in 1925. After majoring in city and regional planning at Cornell University and in economics at the University of Michigan, he taught economics at Wayne State University in Detroit.

Silverberg began his career at Wakefern in 1950 as the assistant to the general manager and within his first year, established Wakefern's Frozen Food division – a new category of product that was making its way into American homes. He held many positions at Wakefern during his career, including director of the special services and research and development divisions, general manager and in 1971, he was named president.

His contributions to the company are legendary. Silverberg was instrumental in introducing electronic data processing, not only to Wakefern but also to the food industry as a whole. In addition to establishing Wakefern's Communications Information Services Division, he was also the driving force behind the planning and construction of the company's extensive warehouse distribution center in Elizabeth, New Jersey. During his career, Silverberg helped establish the Health and Beauty Aid (HABA) and Dairy divisions and was instrumental in decentralizing the organization, a measure critical to the company's long term success. Silverberg retired from Wakefern in 1987.

Considered "conceptually brilliant" and an adept political strategist, Silverberg was thought by some to be too much of an intellectual for the grocery business. Although he could have enjoyed a career in academia, he chose to follow his passion and enter the food industry instead. His academic side shone through, however, in the numerous articles he authored on management organization and electronic data processing systems and procedures. He was also a guest lecturer at various universities and institutions, including the Super Market Institute and the Gottlieb Duttweiler Institute for Economic and Social Studies in Zurich, Switzerland. He also served on the Board of Directors for the Council for International Exchange of Scholars.



DAVID SILVERBERG

"David's contributions to Wakefern and to the industry at large are beyond compare," said Joe Sheridan, Wakefern's current President and COO. "We are where we are today because of the foundation he laid and the innovative ideas he brought to the company. We are and will remain forever indebted to him."

Joe Colalillo, Wakefern Chairman and CEO added, "Those of us who were fortunate enough to have known David over the years can never say enough about what he taught us and what we learned from him. His legacy at Wakefern will continue on."

Having traveled extensively in his retirement years, Silverberg was a connoisseur of fine food and wine, and served on the Board of Directors for the Culinary Institute of America. Because of his expertise in the culinary arts, he was a much sought-after dinner companion and was known to be generous with his invitations to dine.

David Silverberg is predeceased by his wife, Professor Elaine Brody Silverberg and his brother, Burt I. Sherman. He is survived by sister, Dorothy Silverberg; brother, Benjamin Silverberg; step-daughter, Dr. Sue Shapiro; sister-in-law, Professor Sheila Kamerman; and several nieces and nephews. Silverberg is also survived by his close friend, Professor Marian Green.



NAVARRO DISCOUNT PHARMACY, the largest Hispanic-owned pharmacy chain in the U.S., has added a liquor store operation adjacent to its existing store location at 18500 Collins Avenue in Sunny Isles (Miami Beach), Florida. The 600 sq. ft. liquor store has a separate entrance and is stocked with Navarro's extensive collection of domestic and imported wines and liquors. "Adding the liquor store in Sunny Isles was a unique opportunity that we decided to take advantage of," said Cristy Leon-Rivero, Navarro Vice President of Marketing. "It is also another way for us to continue to serve our customers and offer the (discount) value proposition they are accustomed to at Navarro".

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# 24 Strictly Natural

## Hi I'm Skinny

New Skinny Snack Line Features a Phat Flavor Line Up



If snacks could only talk. Well, actually, the latest non-GMO, grain-based snacks from Cornfields do. Hi I'm Skinny™, a new line of better-for-you snacks that proudly proclaim their shape - and hopefully the shape you'll be in by eating them. Also skinny on fat, these crunchy characters come in snappy new flavors like Multi-Grain Cheddar, Multi-Grain Tangy BBQ, Multi-Grain Sweet Onion, Multi-Grain Sea Salt, Veggie Tortilla and Sweet Potato.

"I've always thought my skinny shape was my most attractive feature, so why not say it out loud?" said the Veggie Tortilla flavor of Hi I'm Skinny Sticks. "Regular potato chips should be worried, because with up to 40% less fat, I'm more than skinny in name."

Developed in house by Cornfields, Inc., the better-for-you snack company, Hi I'm Skinny Sticks® are all natural, GMO free, and pack up to 17 grams of heart-healthy whole grains per serving. Studies have shown that eating as little as one serving of whole grains a day lowers the risk of many chronic diseases. Hi I'm Skinny Salted Multigrain sticks have 17g (more than one serving!) In addition, the new snacks contain up to 40% less fat than regular potato chips!

"We set out to design a new snack packed full of extreme flavor and crunch without piling on the calories and preservative-filled ingredients," shared Claire Cretors, president of Cornfields, Inc. "Our new Hi I'm Skinny Sticks are made with non-GMO grains that offer a great source of whole grains and contain significantly less fat than regular potato chips. We use sunflower oil, wicked seasonings, and these snacks are chock full of personality."

Hi I'm Skinny Sticks are available at a SRP of \$3.99 per 7oz bag.

## Rickland Orchards Debuts

### First Shelf-Stable Greek Yogurt Bar

Rickland Orchards has announced the launch of the first-ever Greek Yogurt Bar; the optimal nutritious, delicious, and all natural, on-the-go snack. Rickland Orchards Greek Yogurt Bars feature honey-roasted granola and real fruit dipped in Authentic Strained Greek Yogurt imported from Europe. Rickland Orchards is the first to offer consumers Greek



Yogurt in a shelf-stable, great tasting bar; and furthermore provide an excellent source of fiber and a good source of protein in each serving. Now, busy parents, active kids and teens, and health conscience consumers can enjoy the benefits of Greek yogurt and probiotics effortlessly.

According to CEO and Co-Founder, Jason Cohen, "We are thrilled with the overwhelming positive response we have received on our Greek Yogurt Bars. We have developed the perfect combination of great taste, strong nutritional values and on trend, quality ingredients."

The phenomenon of Greek yogurt has spread across all consumer groups, and Rickland Orchards is staying ahead of the curve by expanding into non-traditional ways in which to enjoy Greek yogurt.

Rickland Orchards All Natural Greek Yogurt Bars are layered with the finest granola, real fruit and nuts, and authentic Greek yogurt. The combination of our nutritional benefits and great taste are the secret recipe to our successful launch. Our one-of-a-kind bars are available in six distinct flavors - Blueberry Acai, Cherry Almond, Toasted Coconut, Cranberry Almond, Apple & Honey, and Orchard Peach. Rickland Orchards Greek Yogurt Bars contain all natural ingredients, 5g of fiber, 7g of protein, and probiotics.

## Santa Barbara Bay Debuts New Greek Yogurt Dip Flavor

Santa Barbara Bay recently debuted an all-new flavor of its Greek Yogurt Dips—Spinach Feta.

Greek yogurt has twice the protein and calcium of traditional yogurt, and Greek Yogurt dips have half the fat of sour cream-based varieties and just as many probiotic cultures to promote digestive and immune health.

"We're excited to introduce this new flavor," said Emily Alfano, Director of Marketing and New Product Development for Future Food Brands. "Creating products from fresh and flavorful ingredients is something we strive to do every day. And based on the popularity of our other Greek Yogurt Dips, we fully expect Spinach Feta to become a big seller for us in the months ahead."



## TruRoots Introduces New Accents Sprouted Grain Trios

TruRoots, a leader in the whole grains and emerging sprouted foods category, has introduced Accents Sprouted Grain Trios to its line up of organic grains and beans. The new Accents Sprouted Trios are a first of its kind combination of organic, gluten-free and vegan sprouted and dried grains that come in three exclusive blends. Making their debut



at this year's recent Fancy Foods Show, these include:

**SPROUTED QUINOA TRIO** - layful medley of organic red, black, and white quinoa, sprouted to release their full nutritional potential and activating natural enzymes with a delicious nutty flavor. This product was named a 2011 Sofia Silver Award winner in the new products category at this year's Fancy Food Show in Washington, D.C. (SRP: \$6.99)

**SPROUTED LENTIL TRIO** - blend of organic black, brown, and green petite lentils, sprouted to increase availability of nutrients and for quicker cooking. Fresh tasting, three-tone look inspires delicious dishes (SRP: \$4.99)

**SPROUTED RICE TRIO** - exclusive ensemble of germinated brown rice, germinated red rice and quick-cooking wild rice. Fragrant, delicious, nutty flavor and a mosaic of colors make this a unique healthy exceptional side dish or base of a special meal (SRP: \$4.99).

TruRoots translates the ancient wisdom and power of grains and nutrient-activating sprouting tradition into developing the first-of-its-kind convenient, everyday products. Sprouted foods have been increasing in popularity due to the amazing health benefits of sprouting. All germinated products are shelf-stable and are dried at temperatures to preserve their micro-nutrients. TruRoots products can be used in a variety of ways and can be quickly prepared in about five minutes, making them easy to incorporate into an array of healthy dishes with shorter cooking times. Also, sprouted items can be eaten as raw food by simply rehydrating in warm water.

## Fancypants Cookies

Whole Foods Adds 100% Natural, Nut-Free Cookies in Florida Market

Fancypants Baking Co., creators of all natural and nut-free artisanal cookies, announced that with the addition of 17 store locations in Florida, Whole Foods Market is now offering its cookies in 17 states. Whole Foods began carrying Fancypants cookies in 2010 in 32 stores throughout the Midwest, and has since continuously added them to markets in the New England, South-west and Florida regions, now totaling 100 stores.



"Fancypants cookies are the best tasting commercial cookies we've tried," commented Bill Neely, Bakery Coordinator for Whole Foods Market's Florida region. "In addition to being all natural, they have a great crunchy texture. Most cookies today are soft, so they're filling a significant void in the marketplace. He concluded, "We're excited about growing the business with them."

Fancypants recently launched its "Crunch!" cookie line, offering a crisper cookie texture and featuring classic flavors: Chocolate Chip, Double Chocolate, Brown Sugar Oatmeal, Ginger Snap and Vanilla Sugar.

Fancypants' team of talented artisans has years of experience creating distinctive treats using only the finest ingredients. An unrelenting devotion to quality ensures delicious products every time. Arrays of gourmet cookies from crunchy classics to hand-decorated works of art are packaged elegantly adding a decorative element to any retail environment and requiring minimal display space.

Maura Duggan, President of Fancypants said, "Whole Foods is unwavering in its commitment to offer only the highest quality, least processed, most flavorful and natural foods, while maintaining the strictest quality standards in the industry. We share in that philosophy, and are gratified that the world's leader in natural foods has selected our handmade products to be offered in its stores."

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# Save-A-Lot To Open New South Florida Distribution Center

Save-A-Lot, a wholly-owned subsidiary of Supervalu, has announced plans for a new 250,374-sq. ft. food distribution center in Pompano Beach, FL. The state-of-the-art center located at 2800 North Andrews Ext. is expected to open in February 2013 and employ more than 30 employees initially, with the potential for hiring additional employees once the facility is at full capacity. The project is the result of collaboration with KTR Capital Partners and Butters Construction.

Formerly operated as a US Food-service Cold Storage facility containing 217,806 sq. ft. of usable space, the property landlord, KTR Capital Partners, will expand the existing location to 250,374 sq. ft. and renovate the remaining space to accommodate Save-A-Lot's dry and cold storage operations.

An announcement ceremony was held June 6, at the site, which is located in northern Broward County. Participants included representatives from the City of Pompano's Economic Development office and Florida's Governor Rick Scott's office; State Representative Gwendolyn Clark Reed and State Representative James W. Waldman.

"With this project, we continue to reinvest in the Save-A-Lot distribution model as part of our ongoing commitment to the brand and positioning for overall growth of the hard discount model," said Santia-

go Roces, Save-A-Lot president and CEO. "We chose South Florida for our new distribution center because of its excellent business climate, central location and industrious workforce. For the state of Florida and the surrounding region, it means economic growth and jobs. I believe

this will be a wonderful partnership for Save-A-Lot, Pompano Beach and the South Florida region."

Save-A-Lot operates more than 1,300 stores in 39 states, and has identified plans to double the number of stores it operates nationally. Currently, there are 139

Save-A-Lot stores in Florida. The new distribution center will help support the company's growth plans in Southern Florida and the surrounding area, which the company has identified as a key region for development.

In addition to supporting Save-A-

Lot stores and future growth in the region, the new state-of-the-art food distribution center will feature the latest in green technologies for the most efficient use of energy, including lights that only operate when a person is present, and an HVAC system with smart thermostats.

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## Egg Farmers Launch New Website in Support of Legislation

The United Egg Producers have announced the launch of www.Egg-Bill.com, an informational website promoting the passage of H.R. 3798, federal legislation that is needed and supported by egg farmers and the egg industry.

The website provides information and updates to help legislators, consumers, foodservice executives and retailers learn more about the proposed legislation currently before Congress. The site features expanded sections that educate visitors on enriched colony housing, as well as congressional, agricultural, editorial, and scientific support for H.R. 3798, formerly known as the "Egg Products Inspection Act Amendments of 2012." The bill will create a uniform national standard for animal housing in the egg industry. The legislation already has more than 60 co-sponsors in the House of Representatives and is expected to be introduced in the Senate soon.

"This user-friendly website presents the merits of the bill clearly and concisely," said Gene Gregory, president of the United Egg Producers. "When visitors get the facts, they will see that it just makes sense to support the legislation. That's why the Humane Society of the United States, the National Consumers League, Consumer Federation of America, American Veterinary Medical Association, American Association of Avian Pathologists, American Humane Association and the overwhelming majority of American voters support the bill."

Federal legislation is a better alternative to the growing patchwork of state standards, Gregory added, and allows for continued interstate commerce of eggs that is critical to retailers, foodservice companies and consumers.





# 26 Beverage

## Taste Nirvana Debuts

### Canned Real Coco Aloe Beverage at Ralph's



California and Las Vegas Ralph's locations are now promoting Taste Nirvana's latest all-natural refreshment, Real Coco Aloe in the long-awaited 16.2 oz. can size. Amidst an overwhelming amount of coconut waters on the market today, Taste Nirvana's authentic taste and all-natural ingredients set it apart from the rest, and with a splash of Aloe and no added sugars in this new convenient packaging, this beverage is sure to become an instant favorite.

"Having our new Real Coco Aloe can in a large and respected retail outlet, such as Ralph's, is wonderful exposure for our products as well as our family's brand," said Jack Wattanaporn, Founder of Taste Nirvana. "We're proud to offer one of the few Aloe

beverages out there with no added sugar. We have had great success working with Ralph's in the past and we look forward to continuing to foster and grow our relationship with the store and its many locations."

Over the past two years, Ralph's has offered the all-natural Real Coconut Water, Real Coconut Water with Pulp and Real Coco Aloe in the 9.5 ounce glass bottles and has carried the Real Coconut Water and Real Coconut Water with Pulp in the 16.2 ounce cans for about a year (with limited distribution).



### Guayaki Introduces Sparkling Yerba Mate Beverages

Yerba Mate, the caffeine alternative with the "strength of coffee, the health benefits of tea and the euphoria of chocolate" is now available in a sparkling beverage.

Guayaki Sparkling Yerba Mate beverages - which are sold in 12 oz. SLEEK® cans from Rexam - help stimulate focus and clarity and boost physical energy. These lightly carbonated drinks are USDA Organic and Fair Trade Certified, and feature a delicious and refreshing taste that is available in cola-flavored Classic Gold, Cranberry Pomegranate and Grapefruit Ginger.

Yerba Mate is made from the naturally caffeinated and nourishing leaves of the South American rainforest holly tree, which contain 24 vitamins and minerals, 15 amino acids and abundant antioxidants. For centuries, local tribes have used it as a source of nutrition, rejuvenation, energy, focus and sustenance.

For more than 15 years, Guayaki has been working to make organic, fair-trade Yerba Mate the mainstream energy source of choice. The company sells Yerba Mate in many forms including bottled cold drinks, energy shots, tea bags and loose leaf tea. With its newest expansion into sparkling beverages, Guayaki hopes to make this unique energizing ingredient available to a broader range of consumers.

"Our new sparkling beverages will give even more people the opportunity to experience the distinctive benefits of Yerba Mate," said David Karr, co-founder and vice president of Marketing, Guayaki. "This is an important step in our ongoing effort to make Yerba Mate more accessible to a mainstream audience. And Rexam has been an excellent partner, working closely with us to deliver our great-looking package."

### POM Wonderful Launches New 8oz Bottle



POM Wonderful, the world's leading pomegranate grower and trusted juice brand, will now offer its 100% Pomegranate Juice in a conveniently sized 8oz bottle, which will be available in the produce section of grocery stores nationwide.

The portable 8oz bottle is ideal for any lifestyle, offering a single serving of 100% pomegranate juice in one 8oz bottle. Each 8oz bottle contains 100% all-natural juice of two California-grown POM Wonderful pomegranates—and nothing more. The 8oz size is ideal for those on-the-go, and will join POM Wonderful's family of products which include 16oz, 24oz 48oz and 60oz sized bottles, perfectly sized

for at home, all the time, enjoyment.

"At POM, we're passionate about providing smart, healthy solutions for today's busy consumer," says Laurie McCartney, Chief Marketing Officer of POM Wonderful. "We designed the new 8oz size to meet the needs of consumers; it is perfect to grab on the go, enjoy on your way to work, or toss into a lunchbox for a single serving of delicious, good-for-you, pomegranate juice."

POM Wonderful's new 8oz size of 100% Pomegranate Juice will be available nationwide for an average retail price of \$1.99.

### Bossa Nova Introduces New Acai Superjuices



Bossa Nova brand of acai superjuices, has launched its organic, superfruit beverages with only 90 calories per 10 fl. oz. This represents a 32% decrease in calories and 30% fewer grams of sugar while maintaining Bossa Nova's exotically delicious taste and naturally nutritious profile.

"Our antioxidant-rich, organically certified superfruit beverages, now available with fewer calories and less sugar, represent a winning combination for consumers wanting more wholesome beverage choices," said David Zellen, head of Bossa Nova marketing. "Additionally, we follow sustainable harvesting methods and use an eco-sensitive production process and 100% recyclable bottles."

Bossa Nova's reduced calorie superjuices is available in four flavors: organic açai original, organic açai blueberry, organic açai pomegranate, and all natural acerola red peach.



### Bodyarmor Superdrink Introduces New Flavors

Bodyarmor Superdrink, the all-natural multifunctional beverage that tackles hydration, protection and recovery all in one, now boasts six exotic fruit flavors and one iced-tea. Each Bodyarmor SuperDrink flavor is packed with four nutrient-rich proprietary SuperBlends containing: antioxidants, Vitamins A, C, B complex, electrolytes and amino acids in a shelf stable 16-ounce package. Coconut water fortified with additional electrolytes provides hydrating properties to all flavors.

Both Acai Blueberry Pomegranate and Tropical Citrus are popular flavor profiles but this is the first time these flavors are being delivered with such an innovative formula. Bodyarmor is made with 10% coconut water and packed with vitamins, electrolytes, and more.

"We are excited to add these two new juice innovations to the already diverse flavor line-up," says John Kenneally, Executive Vice President-Sales, Bodyarmor SuperDrink. "Offering our customers more variety is important to us." Bodyarmor SuperDrink is available on the East and West coasts and there are big initiatives planned for the brand across the country.

### Honest Zero Comes To Glass Line

#### Relaunches Naturally Flavored Passion Fruit Green Tea

Honest Tea, has announced the launch of Honest Zero in glass bottles, a zero-calorie, stevia-sweetened line of beverages, with the introduction of Naturally Flavored Zero Calorie Passion Fruit Green Tea.

Naturally Flavored Zero Calorie Passion Fruit Green Tea, is brewed with organic, Fair Trade Certified™ green tea leaves from China and infused with passion fruit natural flavor from Vietnam and Fair Trade Certified™ hibiscus from Egypt.

"We received a lot of requests from our customers in the natural channel for an organic stevia-sweetened drink," said Honest Tea president and TeaEO Seth Goldman. "The tanginess of hibiscus is a delicious addition to the recipe."

Honest Tea launched its first zero-calorie stevia sweetened drink with Zero Calorie Lemonade in 2011. The company has rebranded the line Honest Zero to make it clearer to consumers. Naturally Flavored Zero Calorie Passion Fruit Green Tea joins unsweetened varieties Just Green Tea and Just Black Tea as Honest Tea's zero calorie offerings in glass bottles.

Naturally Flavored Zero Calorie Passion Fruit Green Tea will be available nationally for a suggested retail price of \$1.49 per 16 fl. oz. bottle.



## Lite's Out at 7-Eleven

### 7-Eleven Kicks Off Summer with Slurpee Lite

Slurpee season 2012 is here. 7-Eleven, Inc., home of the iconic frozen drink, kicks off its "Flavors of Summer" campaign with Slurpee Lite Fanta Sugar-Free Mango, promising all of the flavor of a traditional Slurpee drink with 50 percent fewer calories. This marks the first Slurpee-branded, sugar-free drink and the first sugar-free frozen beverage to be available at participating 7-Eleven stores nationwide.

Formulated by Fanta and sweetened with Splenda (sucralose), the new Slurpee Lite drinks are available exclusively at 7-Eleven stores and are part of a new platform of drinks that are great-tasting with reduced calories and no sugar to broaden appeal. A 8-fluid ounce Slurpee Lite frozen drink contains only 20 calories.





## Second Annual

# Southern Family Markets Hosts Charity Golf Classic

The Southern Family Markets (SFM) 2nd Annual Charity Golf Classic held its Pairings Dinner at The Club where the organization presented \$325,000 in donation checks to eight local charities: United Way of Central Alabama, American Red Cross, Salvation Army, Community Food Bank of Central Alabama, Juvenile Diabetes Research Foundation (JDRF), Lupus Foundation of America (LFOA), Habitat for Humanity of Tuscaloosa (HFHT) and

Children's of Alabama (COA). This is SFM Golf Classic's second year and the company was thrilled to be able to double the roster of recipients, adding JDRF, LFOA, HFHT and COA.

"When this event was held last year, we were blown away by the amount raised through the generosity of our employees, vendors and partners. To see that amount more than tripled this year is extremely impressive," expressed Max Henderson, President of Southern Family Markets.

In addition to the money received through pledges and registration, silent and live auctions were held during the Pairings Dinner to bring in additional dollars which will be spread throughout the areas where SFM does business.

"This tournament serves as one of the main catalysts in raising money to give back to our communities. It's our corporate responsibility to invest in the people and areas where we live and work each and every day," said

Henderson.

It's not only the level of fundraising that has increased; the number of participants has also. Expanding from one course to three this year, players played at Bent Brook Golf Course and both Robert Trent Jones Oxmoor Valley Courses.

Players took note of the Belle Foods logo present on plenty of materials around the courses, as well as on the checks presented. As recently announced, start-up company Belle Foods is purchas-

ing SFM. Bill White, President and CEO of Belle Foods, has indicated his continued strong support for the tournament and his dedication to the local community. His family's connection to Lupus is a factor in the drive to add LFOA to the list of beneficiaries this year.

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



■ LONGEST DRIVE WINNER AT BENT BROOK COURSE - Jeff White with Torey Hammond.



■ Donnie McKay, Rick Hudson, Shelia Hudson, Mike Curtis and Stan Hubbard.



■ Bill White with Marvin Young, Chairman of Tournament.



■ Bennie Capps, Bruce Henderson, Ken Jones and Howard Hicks.



■ Bob Lawrence, David Clark, Bill Borrow and John Comer.



■ Frank Mazarra, Michael Bradshaw, Dennis Abercrombie and Dan Cockrell.



■ James Harris, Lew McCravy, David Gullidge and Glen Scheib.



■ Mike Garner, Donnie Miller, Craig Strickland and Alex Atwater.



■ Steve Fulmer, Ken Hestley, Mike Mock and Jimmi Rogers.



■ Woody Swink, Bob Moreno, Jason Radcliff and Dave Dettelbach.



■ Dayna Reed, Ben Peake, Austin Peake and Ken Morrison.



■ Vince Saia, Jr., Joe Saia, Keith Kirby and Mike Moore.



# 28 Wines & Beers

## Andrea Bocelli and the Bocelli Family Introduce New Prosecco and Sangiovese



Andrea Bocelli, the world's largest-selling classical artist of all time with over 70 million CDs sold, has introduced a new line of wines with his brother, Alberto Bocelli. Since 1881, the Bocelli family has made small amounts of classic Italian wines on their Tuscan estate. Now, for the very first time, they have expanded production, including partnerships with other growers, to introduce Bocelli Prosecco and Bocelli Sangiovese.

"When I return home after my long trips, the joy that I receive from the taste of wine from my land is hard to match. It brings me back in time, to memories of my father, of him pouring the wine with a quasi-religious respect. I would give anything for him to see what has been accomplished in the past few years. I am sure he would be proud," says Andrea.

To bring the wines to the global market, Bocelli has partnered with August Wine Group, a leading importer and branding firm for Italian wines. Since 2006, the company has imported Bocelli's micro-production cult wines under the company's boutique banner, Small Vineyards. The Bocelli Family Wines brand represents a marriage of two very powerful trends: the undeniable success of Prosecco and Italian wine sales in general, and the phenomenal career of Andrea Bocelli, which has reached new heights in recent years, making him "the most popular opera singer of all time" according to the *New York Times*.

Joshua Hanson, August Wine Group co-founder and Director, notes "After 6 years of working with Alberto and Andrea, the passion they have for their wines is plain to see. They are very serious about it, and the wines are truly excellent. It is exciting, to put it mildly, to be part of such a powerful brand, and to be associated with a family that is such a force for good in the world."

The Bocelli Prosecco and Sangiovese have just launched in New York, Texas, Illinois, Washington and Oregon. Both wines will retail for \$19.99. "We have had some really great feedback from the trade," notes Bob Guinn, Executive Vice President of August Wine Group. "Everyone definitely understands Andrea's popularity; they love the wines, and have made commitments to support the brand. We should easily reach our sales target of 20,000 cases this half year."

## VOGA Italia Wine Introduces "Baby" VOGA Sparkling



VOGA Italia, has announced the addition of Baby VOGA Sparkling to its already extensive collection. The just-released mini sized VOGA Sparkling offers wine lovers the taste of VOGA Sparkling they've grown to love, in a smaller, more portable size. Great for events, individual consumption and taste sampling, Baby Sparkling's golden color and fine effervescence give way to aromas of white blossoms and ripe fruit.

Baby VOGA Sparkling hails from the Trentino region of Italy offering a smooth and balanced taste with a citrus

finish. This 80% Chardonnay and 20% Pinot Grigio blend is produced via a prolonged Charmat method to refine the perlage and fullness of the wine's fruit flavorings.

Baby VOGA Sparkling wine is packaged in a mini-version of VOGA's, unique bell-shaped bottle, with a screw on to keep the wine gently sparkling. Baby VOGA Sparkling is available nationwide, for a suggested retail price of \$5.99 for the 187 mL bottle.



## Arbor Mist Launches Frozen Wine Cocktails

America's number one wine with fruit brand, Arbor Mist is introducing a new and innovative way to enjoy its wines: frozen! Known for its crisp and refreshing wines with natural fruit flavors, Arbor Mist is introducing three easy to enjoy frozen wine cocktails in single-serve 10-ounce pouches - Blackberry Merlot, White Pear Pinot Grigio and Strawberry White Zinfandel. These brand new frozen wine cocktails are available nationwide just in time for outdoor entertaining for a suggested retail price of \$1.99.

"Arbor Mist takes great pride in offering our consumers new and innovative products created directly from their insights and preferences," said Amy Martin, Marketing Director. "We're thrilled to expand our product collection with this refreshing, novel way to enjoy our wine. We're eager for both new and tried-and-true Arbor Mist consumers to taste our product in this unique, fun format."

Perfect for a patio party, pool day, barbecue, celebratory event or evening with friends and family, Arbor Mist Frozen Wine Cocktails require no mixing of ingredients, ice or blenders - just freeze, squeeze and enjoy. Simply place the liquid pouch in the freezer for five hours, gently massage, tear open the top, squeeze to pour into a glass and enjoy a smooth frozen wine cocktail with all the great taste and same alcohol level as Arbor Mist Wines.

## Treasury Wine Estates Launches Its

## First Ever Line of Wines Aimed at Millennial Women

Treasury Wine Estates, a global wine company with a leading portfolio of new world wines, has debuted its new stylish, playful "Be." collection. "Be." wines, designed to appeal to the increasingly influential wine demographic of Millennial women, will be available nationwide in four popular varietals: Pink Moscato, Chardonnay, Pinot Grigio and Riesling. "Be." will retail between \$9.99 and \$12.99.

The "Be." collection was created for modern, Millennial women by Millennial women. Millennial women are an emerging population of wine enthusiasts whose, according to Nielsen, purchasing power is growing quickly and is set to have an increasing impact on the consumer wine industry in the coming months and years. Market research has shown that these women are looking for something new in their wine, something that grabs their attention, is approachable, and doesn't stick to the traditional rules.

"Be. is about inspiring Millennial women to open up to the exciting world of wine without taking it too seriously," said Stephen Brauer, Managing Director for Beringer BBU. "This launch of this brand is particularly important to us because the women behind its inception are among the most curious and influential in the industry right now. We want to make sure they feel inspired to explore and are rewarded with a small but exciting indulgence."

The "Be." experience makes it easy for women to choose an affordable wine that matches their mood - whether that's flirty, fresh, bright or radiant - with these characteristics represented in the flavor of the wine and on the bottle. Each of the four "Be." varietals are designed to be served chilled for maximum refreshment, and bring their own personality to the glass.

The 2010 "Be." Fresh Chardonnay is a light un-oaked Chardonnay with crisp green apple flavors and zesty hints of citrus, while the full-bodied 2010 "Be." Radiant Riesling offers tantalizing fruit flavors and bright floral notes. The 2010 "Be." Bright Pinot Grigio is perfect for any occasion, offering rich citrus flavors and a crisp, fresh finish. Those feeling a bit mischievous will want to try the luscious 2010 "Be." Flirty Pink Moscato, full of rich berry and delicate floral notes sealed with a kiss of pink.

## Mionetti 'IL' Spriz

Success in Italy: Launches in US

Mionetto, the leading Prosecco brand in the U.S., is launching 'IL' SPRIZ, the only ready-to-enjoy cocktail of its kind in the U.S. market, today. Wildly successful in Italy, 'IL' SPRIZ celebrates the Italian lifestyle with one of the country's most beloved aperitifs. Crafted from the original Spritz recipe of the Veneto, 'IL' SPRIZ, is made with premium frizzante sparkling wine, natural colors and aromas, and flavors of fresh orange and select herbs to create its authentic character. With 8% alcohol and less than 100 calories per 4 oz serving, 'IL' SPRIZ is even more inviting.

'IL' SPRIZ, will be sold nationally in 750ml \$14 and 375ml \$8 formats. The 187ml size will follow in September, offering multiple size options for consumers and restaurateurs alike.

Simply pop the 'IL' SPRIZ crown-cap closure, pour over ice and garnish with a slice of orange or a green olive. 'IL' SPRIZ, a wine-not spirit-based cocktail, is the perfect accompaniment for chips, salumi and cheeses.

"Mionetto is widely credited with introducing Americans to Prosecco," states Enore Ceola, Managing Director of Mionetto USA. "We experienced the market embracing Prosecco and we believe that Americans will fall in love with 'IL' SPRIZ for its authentic taste profile and innovative packaging and concept."







## Tú pones la diversión y nosotros el sabor

Esta receta es perfecta para que la disfrutes en familia, no sólo por lo divertido que les resultará a todos preparar sus propias fajitas, sino también porque les encantará el sabor de este clásico Tex-Mex.

### Fajitas de Carne

Rinde 4 porciones Tiempo de preparación: 10 min. Tiempo Total: 30 min. más el tiempo de marinado.

#### Ingredientes

3 lbs. de bistec de falda, cortado en tiras de 1/2"  
 1 1/2 taza de Mojo Criollo GOYA®  
 1 cda. de Adobo con Pimienta GOYA®, o al gusto  
 2 cdas. de Aceite de Oliva Extra Virgen GOYA®  
 1 cebolla grande, cortada en tiras gruesas de 1/4"  
 2 pimientos rojos, verdes y/o amarillos  
 1 cda. de Sazonador Total GOYA®  
 1 paquete (18 oz.) de Tortillas de Harina GOYA®, calientes

#### Para el Aderezo:

1 tarro (12 oz.) de Guacamole GOYA®, descongelado  
 1 frasco (17.6 oz.) de Salsa Pico de Gallo GOYA®  
 1 taza de crema agria  
 1 frasco (8 oz.) de Salsita GOYA®  
 (el sabor de tu preferencia)

#### Instrucciones

1. En un recipiente mediano, con tapa, o en una bolsa grande con cierre, mezcla la carne en tiras, el Mojo y 1 cucharadita de Adobo, déjala marinar en la nevera por lo menos 2 horas, o hasta 24 horas. Después saca la carne de la salsa de marinar y déjala reposar hasta que esté a temperatura ambiente.
2. Calienta una cucharada de aceite en un sartén grande a fuego alto. Agrega las cebollas y cocina por unos 3 minutos o hasta que comience a dorarse, revolviendo ocasionalmente. Añade los pimientos al sartén. Cocina por unos 3 minutos más o hasta que comiencen a dorarse, revolviendo ocasionalmente. Sazona la verdura con Sazonador Total y Adobo, pon todo en un plato de servir. Cubre las verduras con papel aluminio para mantener el calor.
3. Calienta el aceite restante en una sartén a fuego alto. Agrega la carne en porciones y cocina por unos 10 minutos o hasta que se dore por todos lados. Transfiere la carne a un plato de servir.
4. Para servir, pon una porción de carne y una cucharada de verduras en el centro de cada tortilla caliente. Añade el Guacamole, la Salsa Pico de Gallo, la crema agria y la Salsita, al gusto. Envuelve y disfruta.



Descubre más recetas en [goya.com](http://goya.com)

¡Si es **GOYA** ...tiene que ser bueno!®



# South Florida High School Students Receive Riviana Scholarships

## Six Graduating Seniors Honored at Annual Banquet Reception

Six of South Florida's brightest graduating high school seniors are the recipients of \$2,000 scholarships awarded by Riviana Foods, Inc., producer of Mahatma® and Success® rice brands. This year's check presentation event took place, May 17, at Lario's Restaurant on Miami Beach.



■ RIVIANA FOODS Senior Product Manager Alfredo J. Gomez addresses those gathered for the dinner ceremony.

This is the 19th year for the program in South Florida which is jointly sponsored by Riviana Foods and Univision Radio. The program was begun 21 years ago in the New York market and expanded two years later reflecting Miami's ranking as the number 2 Riviana market in the nation, according to Riviana Senior Business Manager, Alfredo Gomez, who hosted the Miami Beach dinner event. New York and Miami are among Riviana's top markets along with Chicago and Southern California.

Over 900 high school seniors from across Broward, Miami-Dade, and Monroe Counties competed in an essay contest to determine scholarship winners. From the original entries, the six lucky recipients chosen for the 2011-2012 graduating class include: Nicole Palmero (Monsignor Edward Pace), Stephanie Gonzalez (Monsignor Edward Pace), Eric Franca (Belen Jesuit Prep), Fiorella Vargas (Cypress Bay High School), Samuel Karkassoni (Miami Beach High School) and Andrew Lefferts (McFatter Technical High School).

Speaking to a dinner audience composed of the young scholarship recipients, their families, Riviana and Univision management personnel, Riviana broker sales representatives, and members of the South Florida retail trade,



■ 2011-2012 RIVIANA SCHOLARSHIP WINNERS celebrate with the Mahatma Genie. Each student submitted an essay based on the subject: "How Do I Believe My Studies in College will Change My Life?"

Gomez told his audience, "You build our business, and that's why we want to give back to the community."

Gomez thanked the students' parents and grandparents, telling them, "You raised them (students) to be great, young citizens."

Riviana Foods' strategic partner in South Florida is Univision Radio and its popular stations - WQBA 1140AM, WAQI Radio Mambi 710AM, Amor 107.5FM, and Mix 98.3FM. Each year, during the contest entry period, the event is

heavily promoted to radio station listeners.

If you're interested in learning

more about the Riviana Scholarship Program, contact: Alfredo Gomez at Riviana Foods, Inc., P.O. Box 2636, Houston, TX 77252-2636.



■ SCHOLARSHIP WINNER Eric Franca pictured with Riviana Foods, Inc. Sr. Product Manager Alfredo Gomez, Southeast Zone Manager Rick Bullock, the Mahatma Genie and Madeline Lamela, Univision Radio.



■ SCHOLARSHIP WINNER Nicole Palmero pictured with Rick Bullock, Alfredo Gomez and the Mahatma Genie.



■ SCHOLARSHIP WINNER Fiorella Vargas pictured with Rick Bullock, Alfredo Gomez and the Mahatma Genie.



■ SCHOLARSHIP WINNER Samuel Karkassoni and his family.



■ SCHOLARSHIP WINNER Stephanie Gonzalez.



■ SCHOLARSHIP WINNER Andrew Lefferts and his family.

## Leevers Adds Second Grocery Store in Devils Lake

Continued from PAGE 2

in growing their business and securing their futures," said Alec C. Covington, President and Chief Executive Officer of Nash Finch Company. "At times, helping a customer grow may mean transitioning one of our corporate-owned stores to an independent owner. Here, we concluded that the best way to serve the consumers in Devils Lake was to partner with the Leevers, the local experts who live and work in

Devils Lake, and have a proven track record of outstanding service and dedication to their customers and their communities. We will focus on our core strength - offering superior service and making our world class private label program - Our Family - available to all of Leevers customers. We appreciate all the hard work that the associates of Wal-Mart Supermarket demonstrate each and every day, and look forward to a continued relationship with the store as a Nash Finch customer."

## Mahadrin Dairy Acquires New Jersey Plant

Continued from PAGE 2

of cooler, food production and office space on 5.5 acres. Additional site amenities include ample car parking and 50 trailer parking spots.

Constructed in 1985, the building later became home to Michael Foods. The property is situated on the outskirts of Port Elizabeth/Newark New Jersey and minutes from Newark-Liberty Airport.

## Randy Edeker Named Hy-Vee Chairman & CEO

Continued from PAGE 2

shared his retirement plans with Hy-Vee stockholders at the company's annual meeting in December of last year. At that time, he announced his intention to nominate Edeker as his successor.

"It has been my privilege to serve Hy-Vee and our customers for over 43 years," Jurgens said. "I'm eternally grateful for the support and guidance given to me by our employees throughout our eight-state area. Since I've given my entire working life to Hy-Vee, the future of our company is very important to me. I retire with great confidence knowing that we have a strong, talented leader in Randy Edeker, and knowing he is surrounded by an outstanding team of executives at every level who will make Hy-Vee even better in the years to come."

Edeker, a 30-year veteran of Hy-Vee, has held positions at every level of the company during his career. He joined Hy-Vee as a part-time employee at the Chariton store and quickly moved up through the ranks, working at retail stores in four states before getting his first store director assignment at Columbus, NE in 1993. After just a year at the helm there, he was selected by his peers for induction to the Hy-Vee Hall of Fame as "Store Manager of the Year" - the first of his three Hall of Fame awards.

In 1995 Edeker was promoted to Hy-Vee's corporate staff, serving as a Director of Operations over-

seeing stores in two different geographic regions. In 2004 he was elected Vice President, Marketing for the company; he moved up to Senior Vice President, Retail Operations in 2006, and in 2008 he became Executive Vice President, Chief Operating Officer. Stockholders elected Edeker to succeed Jurgens as President of Hy-Vee in 2009.

Edeker is a well-known figure in industry circles, having served on several national boards and advisory councils and as co-chair of the Associate Member Board for the Food Marketing Institute, the industry's largest trade group. Earlier this year, Supermarket News magazine named Edeker one of five "Executives to Watch" for 2012. He also has been active in community affairs, including serving on the board of directors of Character Counts in Iowa.

With his election as Chairman and CEO, Edeker becomes only the fourth company officer to hold those titles since Hy-Vee's founding in 1930.

The late Dwight Vredenburg (son of company co-founder David Vredenburg) was Hy-Vee's top officer from the time of the company's incorporation in 1938 until his retirement in 1989. Vredenburg was succeeded by Ron Pearson, who served as chairman until his retirement in 2006, when Jurgens was elected to the position.

A native Iowan and graduate of English Valleys High School, Edeker and his wife, Dawn, are the parents of two grown daughters and have two grandchildren.



# Seven in Ten Americans Cooking More Instead of Going Out to Save Money

## Women dining out even less frequently than men

One of the ways people gauge when an economic recovery is occurring is when Americans start spending more on things like eating out in restaurants. People are dining out. Over three in five U.S. adults (63%) have dined at a fast food restaurant chain in the past month and about half have dined at a local casual dining establishment (53%) and a casual dining restaurant chain (50%). Fewer have dined at either a local fine dining establishment (18%) or a fine dining restaurant chain (9%) while 13% of Americans have not dined at any of these types of restaurants in the past month.

These are some of the results of *The Harris Poll* of 2,451 adults surveyed online between March 12 - 19, 2012 by Harris Interactive.

### CHANGES IN DINING OUT BEHAVIOR

While Americans are dining out, they are still cutting back in how often they do so. In looking at the past six months, about one-third say they are eating less frequently at fast food chains (36%), casual dining restaurant chains (34%), and local casual dining restaurants (34%). But one glimmer of economic hope is about one in ten Americans say they are eating at these three types of restaurants more frequently.

Interestingly, there is a gender difference as women are more likely than men to say they are dining out less frequently in these three types of restaurants over the past six months. For example, two in five women (41%) say they are dining less frequently at fast food restaurants compared to 31% of men.

Seven in ten Americans (71%) say they find themselves cooking more instead of going out in order to save more money, while over half (57%) say going out used to be a regular occurrence but it is now a luxury. On the flip side, three in five U.S. adults (60%) disagree with the notion that they will eat out as often but now usually at a lower priced restaurant. Only three in ten Americans (29%) say they will cut spending in other places in order to still be able to dine out.

### FACTORS IN CHOOSING A RESTAURANT

There are many different reasons for choosing a restaurant when deciding to go out to eat. For nine in ten Americans (90%) good prices are an important reason while for 84% the mood they are in (for either type of cuisine or type of food) is important. Other things that are important in choosing a restaurant are having a specific menu item people enjoy (81%), a convenient location (80%), broad variety of menu items (78%), special offers (59%), and healthy menu items that fit a dietary need (56%). Two things that three in five Americans say are not important when they choose a restaurant are choosing the same restaurant (59%) and a restaurant with a menu that usually has new items (61%).

### SO WHAT?

"Consumer restaurant behavior continues to evolve as they manage their budgets in an ongoing tight economy. At the beginning of the economic downturn we saw

consumers saving money by changing their behavior in two ways: eating out less frequently and shifting their eating-out dollars away from Casual Dining towards Fast Food/Quick Service restaurants," according to Mary Bouchard, Vice President and Thought Leader at Harris Interac-

tive. "Now, with several years of experience with constrained budgets, they have shifted even further from the busy-lifestyle convenience of eating out on a regular basis to making time for cooking at home. When they do eat out, not surprisingly, price is still a primary component of their decision

making process."

"Interestingly, while consumers still are driven by a favorite type of food/favorite dish in restaurant selection, the industry overall has begun to see a positive shift towards healthy eating behavior," continues Bouchard. "As our recent Harris Poll EquiTrend® also shows,

restaurants that offer a broad range of healthy options, such as Subway which is the highest rated quick service restaurant brand, have shown increased revenues and many restaurants of all genres have increased their offering/sales of low calorie/low fat dishes."



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

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



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

- Both White Rice and Whole Grain Rice are non-allergenic foods and are ideal for the gluten-free diet.
- Mahatma Brown Rice is 100% whole grain.
- Mahatma Jasmine Rice is a high-quality, long grain exotic jasmine, naturally-scented rice imported from Thailand.
- Mahatma Jasmine Rice carries the authentic seal of Thai Hom Mali Rice which guarantees the authenticity of the rice.
- Authentic Basmati Rice is a gourmet experience in aroma and taste. Basmati is non-glutinous rice that has been grown in the foothills of the Himalayas for centuries.
- Mahatma flavored rice mixes offer the perfect mealtime side-dish for many occasions. From the Louisiana traditional Monday, red beans and rice meal, or a Caribbean favorite Paella with Saffron Yellow rice mix, to the holiday favorite long-grain and wild rice, or any of our other five flavors, consumers find that Mahatma rice mixes are the perfect complement 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 Louisiana con su arroz y frijoles rojos, o el favorito caribeño de Paella con la mezcla de arroz y Zafrán, hasta los favoritos de las fiestas el arroz de grano largo y arroz Silvestre, o cualquiera de nuestras otras cinco variedades, los clientes hallan que el arroz Mahatma es el complemento perfecto para cualquier comida.

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

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# 32 BookReview

## Last of the Capones

### The Inside Scoop On One of The World's Most Notorious Men



"Contrary to public opinion, Al Capone did not die in prison and he did not die of syphilis," states Deirdre Marie Capone. The grandniece that lived in the house of her famous (and favorite) uncle knew him well and recalls the man who taught her to ride a bike, swim, and play the mandolin. Already a best-seller on Amazon, her explicit memoir, **Uncle Al Capone... The Untold Story From Inside His Family** (Recap Publishing LLC), tells many never-before-known facts about this iconic figure's life and death.

As the last member of the family born with the name Capone, Deirdre recalls what life was like as a child growing up in the Capone household and shares fond memories of her relationship with Al's sister Mafalda, affectionately known to her as Aunt Maffie.

Deirdre knows what the 'family' was really like, and what the 'outfit' was all about. In her tell-all book she shares details untold until now; that Ralph and Al Capone lobbied the Nevada legislature to legalize gambling, alcohol and prostitution in that state; that they were the owners of the first upscale casino in Las Vegas way before Bugsy Siegel came to Vegas, and what really happened in the St. Valentine's Day Massacre.

Attempts by Deirdre's own father to live a more legitimate lifestyle and shake the shame of the Capone name failed, resulting in him taking his own life when she was just ten years old. Deirdre had tried to hide the fact she was a Capone for most of her own life — even leaving Chicago in her early thirties to start over in Minnesota and telling no one her real name except her husband. That changed the day her son came home from school and announced they were studying Al Capone in class and she and her husband agreed it was time to tell the kids her ancestry. Her fears were put to rest when the kids announced it was totally 'cool' and, at age 34, she finally accepted herself as Deirdre Marie Capone and today her 14 grandchildren are proud to tell the story of their ancestry.

While Uncle Al Capone is packed with fascinating stories about Al and his family, it also contains many never-before-published photos as well as authentic Capone family recipes for the food that Al and his family enjoyed. Uncle Al Capone offers a distinctly different look at a man who was endlessly depicted as the iconic mastermind behind some of the century's most brutal killings.

Since January of this year marked the 65th anniversary of Al Capone's death, and after years of research and exhaustive interviews with relatives, Deirdre — the last link in the Capone chain — felt compelled to share this unique piece of history with the world.



■ DEIRDRE MARIE CAPONE

## 'FoodTrients'

### Cooking up Revolutionary (and Tasty!) Recipes for Anti-Aging



A new cookbook is taking a revolutionary approach to food, combining nutritional science and good taste in recipes designed to promote longevity, prevent the diseases of aging, and increase energy and vitality.

**FoodTrients: Age-Defying Recipes for a Sustainable Life** offers a collection of enticing and nourishing recipes based on "foodtrients" — 26 powerful nutrients that promote health, wellness and longevity.

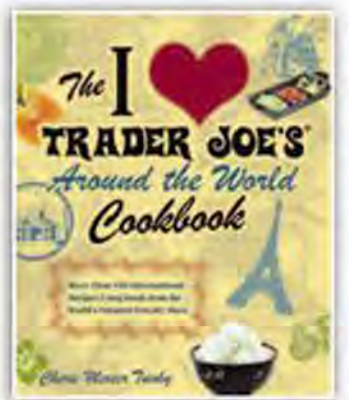
Drawing on more than 35 years of experience — including her years as a chef and cooking instructor, as well as running restaurants, operating senior healthcare facilities, and studying the healing properties of foods — Grace O has created recipes that are built on the foundations of modern scientific research and ancient knowledge of medicinal herbs, and natural ingredients from cultures all around the world.

The FoodTrients cookbook focuses on five important categories of FoodTrients essential to healthful living. Each recipe is "color-coded" to show which FoodTrients are contained in a particular recipe:

- **Antioxidant:** Prevents and repairs oxidative damage to cells caused by free radicals.
- **Anti-inflammatory:** Reduces inflammatory process in cells, tissues, and blood vessels, helping to slow aging and reduce risk of long-term disease.
- **Immunity Boosters:** Support the body's resistance to infection and strengthen immune vigilance and response.
- **Mind and Beauty:** Enhancers that encourage vibrant skin and hair and improve mood and mental agility.
- **Disease-Preventing:** Reduces risk factors for common degenerative and age-related diseases

The anti-aging benefits of Grace O's food combinations include healthier skin, shinier hair, protection of cells and arteries, and more energy with which to enjoy life.

"By incorporating whole foods into her ingredients, she shows you how to maximize your intake of powerful nutrients at every meal," says Mark Rosenberg, MD, of the Institute on Healthy Aging. "FoodTrient recipes help not only to fight aging from the inside, but also to help smooth lines, wrinkles, and uneven skin tone on the outside." "Looking and feeling younger doesn't have to mean a bland diet or painful medical treatments," Grace O explains. "The most expensive creams and other beauty products will not do nearly as much to enhance your well-being and keep you vital as will these delicious recipes."



### Travel Around the World in 140 Recipes with Trader Joe's

No need to pack your bags. This foodie vacation will have you circling the globe without leaving your kitchen. Well, minus the one-stop shopping trip to Trader Joe's, of course!

The latest addition to the Trader Joe's cookbook series from Ulysses Press is **The I Love Trader Joe's Around the World Cookbook** — your guide to making delicious, easy, and inexpensive ethnic meals. Serving up more than 140 delicious dishes, this culinary atlas will bring a world of exotic flavors to your plate and palate.

"Visiting Trader Joe's can be an exotic experience," says author Cherie Mercer Twoby. "A stroll down store aisles reveals cheeses from Italy, France, and Switzerland, beers from Japan and Belgium, and cookies from just about anywhere."

The I Love Trader Joe's Around the World Cookbook is a first-class ticket to a most exciting and delectable culinary adventure.

Softcover/200 pages | SRP: \$17.95

# Video

## Lancelot Link: Secret Chimp

Complete, Authorized Classic TV Series Available for the First Time on DVD

Monkey business takes on a whole new meaning in the live-action classic television series **Lancelot Link: Secret Chimp**, swinging onto DVD in a special, three-disc collector's set.

In the spirit of Get Smart, ABC's action-adventure/comedy spy series (1970-72) aired Saturday mornings, starring a cast of chimpanzees whose performances were dubbed with human voices, including those of Dayton Allen, Joan Gerber, Steven Hoffman and The Love Boat's Bernie Kopell, among others. All 17 episodes have been transferred from the original studio ABC masters.

In a world inhabited by chimps instead of humans, Lancelot Link (Allen), along with partner Mata Hairi (Gerber), is one of the top agents of the Agency to Prevent Evil (APE), a secret organization led by Commander Darwin (Allen) that protects the world from wrongdoers.

Their chief nemesis is Baron Von Butcher (Kopell), who leads the Criminal Headquarters for Underworld Master Plan (CHUMP), an evil league bent on world conquest. Assisting the Baron is a band of bad apes including Creto, Wang Fu, the Duchess, Dragon Lady, Ali Assa Seen and Dr. Strangemind.

Episodes also included musical segments featuring the psychedelic music group Evolution Revolution (even spawning the release of a soundtrack album).

Now in retirement, Lancelot has been enjoying his days at Los Angeles' Wildlife Waystation (WWS), which will receive part of the proceeds from DVD sales. A famed institution that has been assisting wild animals in need for 36 years, WWS has been hit hard by the recession and is now desperately in need of funds.

"It was very exciting to find that Lance was still around after all these years and being well cared for in his retirement at the Wildlife Waystation," commented Allan Sandler, producer of the original series and of the DVD collector's set. "Bringing back all the memories of filming the series is a highlight for me and I am happy another generation of viewers will have the opportunity to enjoy the show."

Added Martine Colette, founder and matriarch of WWS, "The Wildlife Waystation is very pleased and grateful to receive these proceeds to help us with the ongoing costs of maintaining the care of our chimpanzees."

Running Time: Approx. 600 Minutes  
Suggested Retail Price: \$24.98



## Titanic's Final Mystery

100 Years Later, the Truth About Her Demise is Finally Beginning to Surface



All aboard for a revelation 100 years in the making in **Titanic's Final Mystery**, sailing onto Blu-ray and DVD from Inception Media Group.

On April 15, 1912, the frigid North Atlantic Ocean played host to the biggest maritime catastrophe in history. For the last 100 years, the sinking of the RMS Titanic has grown so large that legend has replaced the truth. However, recent findings and modern technology have raised new questions about what really happened that fateful night.

Follow Titanic detective Tim Maltin from the icy Labrador current of the Atlantic to the blistering deserts of the Mojave as he shatters old myths and sheds new light on the disaster that sent over 1,500 passengers and crew to a watery grave.

Combining 20 years of research with thousands of hours of testimony and enquiry reports, we piece together the final hours before and after the collision and reveal how this "unsinkable" liner was doomed from the outset.

Based on Maltin's books 100 Things You Thought You Knew About the Titanic... but Didn't! and Titanic: First Accounts.

Titanic's Final Mystery is presented in widescreen with an aspect ratio of 16x9 and 5.1 digital sound.

Running Time: Approx. 92 Minutes  
Suggested Retail Price: Blu-ray- \$19.98 | DVD- \$14.98



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# 34 Technology

■ Rouses Markets Creates Sustainable Aeroponic

## Rooftop Garden Above Downtown New Orleans

The new rooftop garden on the Rouses Market in downtown New Orleans doesn't look like your typical herb garden; but this isn't your typical grocery store. Parsley, basil and cilantro are among the herbs the company is growing to package and sell on the building's ground floor.

Rouses Markets is the first grocer in the country to develop its own aeroponic urban farm on its own rooftop, says managing partner Donny Rouse.

And they could not have picked a more picturesque location. "The flat rooftop on this store is perfect for urban farming," says Rouse. "And the view of downtown is postcard-perfect. I imagine we will do a lot of dinners up here on the farm." Rouses Markets downtown store sits just blocks from the Superdome, French Quarter, and Mississippi River.

The vertical aeroponic Tower Garden™ uses water rather than soil, and allows you to grow up instead of out. It was developed by a former Disney greenhouse manager, and is used at Disney, the Chicago O'Hare Airport Eco-Farm and on the Manhattan rooftop of Bell

Book & Candle restaurant. "This is very cutting edge for urban farming," says Rouse. His company has aptly named the farm Roots on the Rooftop.

Chef Louis "Jack" Treuting, Rouses Culinary Director, first saw Roots on the Rooftop as a way to provide fresh herbs for the food Rouses chefs prepare, but quickly saw potential to expand the program to include retail. "I knew if our chefs wanted it, so would our customers," Treuting worked with New Orleans-based A.M.P.S. (www.ampsnola.com) on the Rouses system. "Aeroponics makes sense for the space," said Treuting. "It is lighter than soil-based operations, and the towers recycle water and liquid nutrients through their own reservoirs, so they're sustainable."

While this is Rouses Markets first foray into urban gardening, the company's roots are planted in the local produce business. Anthony J. Rouse grew up working for his father's produce shipping company, City Produce, before opening his first grocery store in 1960. "My grandfather was a farmer at heart," says Rouse. "He would have loved everything about this."



■ THE VERTICAL AEROPONIC TOWER GARDEN uses water rather than soil, and allows you to grow up instead of out.

■ Just for U™

## Safeway Launches Digital Savings

To make grocery shopping easier and provide great savings, Safeway recently launched the Just for U program in the company's Oregon and Washington divisions. Just for U is the first online and mobile shopping tool of its kind giving shoppers an easier way to save on groceries. It delivers targeted savings directly to a customer's Safeway Club Card. Shoppers can save when and where it's most convenient for them by signing up for free online at Safeway.com or accessing Just for U through the new Safeway Mobile App for iPhone or Android.

"Gone are the days where shoppers have to clip coupons, browse through ads or promotional flyers, or bring a handwritten shopping list to the store."

With Just for U, Pacific Northwest Safeway shoppers are able to easily save time and money," said Steve Frisby, president of Safeway's Portland and Seattle Divisions. "Shoppers can now download personalized savings just for them right to their Safeway Club Card and compile a customized shopping list



■ SAFEWAY'S JUST FOR U digital savings is an easy-to-use online and mobile savings tool that offers a fast and convenient way to save money through relevant coupons and personalized offers.

online or while on-the-go using their mobile smart phone."

Just for U organizes and personalizes the shopping experience by what is most important to each shopper. Deals are offered on items a shopper most frequently buys as well as items they might be interested in - providing savings of up to

10 to 20 percent more than by using a Safeway Club Card alone.

By using Just for U before a shopping trip, shoppers can:

- Access hundreds of Digital Coupons; new savings are added every week
- Download Personalized Deals based on personal shopping history; updated weekly
- View filtered and sorted Safeway weekly Club Card Specials on items a shopper buys regularly
- Create a personalized shopping list on a mobile device or on the Just for U website

"At Safeway, we know our Pacific Northwest shoppers are digitally savvy. We believe Just for U will be the tool they need to be one step ahead of in-store sales and promotions," continued Frisby. "Just for U is a digital savings breakthrough by offering our shoppers a fast, easy and convenient way to save; making grocery shopping the easiest it can be."

## 7-Eleven Out to Break Store-Growth Records

Continued from PAGE 2

"In the world of real estate and development, it has been a buyer's market, and we have been in the enviable position to capitalize on property and space availability plus 7-Eleven's strong credit rating," said 7-Eleven Real Estate Vice President Dan Porter.

Approximately 56 percent of 7-Eleven's growth in the U.S. last year was the result of several acquisitions that increased store density in New York, Florida, Illinois, Colorado and the Northwest. The most significant 2011 purchase was Wilson Farms Inc., a Buffalo-based convenience store chain with

188 outlets in New York state. The strategic move reinvigorates the company's presence in Western New York.

7-Eleven is re-entering two markets - Jacksonville, FL, and Charlotte, NC - where it previously had operat-

ed stores until the 1980s. The company also has announced plans to double its 20-store presence in Manhattan in the next year and grow to about 135 units by 2017.

The purchasing pace shows no signs of slowing in 2012. Already this year, 7-Eleven has acquired 55 locations from Sam's Mart in the Carolinas and 51 from ExxonMobil in North Texas. More acquisitions are expected to be announced in the coming months.

"We have successfully increased 7-Eleven's store footprint in several of our most dynamic markets," Porter said. "Year to date, 7-Eleven already has added more than 200 new locations, in North America. We believe we are adding more new locations this year around the world than any other company and are the second fastest-growing food retailer in the U.S., based on new store openings"

## Publix Earns National Recognition for Community Support

Continued from PAGE 2

Super Markets Charities Chairman and CEO Carol Barnett worked with United Way of Central Florida to bring the Success By 6 national model to Central Florida and helped grow it from one county to many more throughout Florida and the Southeast. Success by 6 is a United Way communitywide early childhood initiative that ensures children are ready to succeed in school and life by age six. Publix also is

involved in Let's Grow, an early literacy effort that has demonstrated up to 76% improvement in state assessment scores at childcare centers.

"I am so proud to be a part of Publix," said Barney Barnett, Vice Chairman of Publix. "It's not just a supermarket - it's a group of kind-hearted, energetic, effective people who are dedicated to doing the right thing, and who make our world better each and every day." Publix ranks #1 on the Corporate

Social Responsibility Index as determined by the Center for Corporate Citizenship at Boston College plus Publix has been among Fortune's "Most Admired Companies" for 17 years.

The Spirit of America and Summit Awards program, celebrating its 25th year, is United Way's highest national honor for corporations, recognizing United Way Global Corporate Leaders with the most comprehensive commitments to strengthening communities.

## Nash Finch Buying No Frills Supermarkets

Continued from PAGE 1

Having worked for Nash Finch previously, I know from personal experience the benefit of what Nash Finch can offer. Combining the purchasing power of the No Frills stores, the Bag 'N Save stores and the Nash Finch corporate owned stores, we will be well positioned to deliver competitive prices and programs to all of our Nebraska and Iowa customers," commented Fred Witecy, CEO of No Frills. "I want to thank all of our loyal employees and customers for the support they have given us over the years and we look

forward to the opportunity to continue to earn that support for years to come," continued Witecy.

Alec Covington, Nash Finch President and CEO added, "I look forward to welcoming the No Frills associates to Nash Finch and, in particular, to welcoming Fred back to the Nash Finch family. We are excited about the opportunities before us in Omaha and in greater Nebraska to offer retail experiences that will delight our customers and energize our associates to continue to provide the outstanding customer service our customers have come to expect."

## ALDI Coming to Houston

Continued from PAGE 1

is expected to begin in the coming weeks.

Customers can expect to find more than 1,400 of the most frequently purchased fresh produce, fresh meats and high-quality grocery items under ALDI exclusive brands.

A model of efficiency, ALDI reduces overhead costs by offering smart practices such as a smaller store footprint, open carton displays and encouragement of customers

to bring their own shopping bags. The Houston stores will feature higher ceilings, improved natural lighting and environmentally friendly building materials - such as recycled materials and energy-saving refrigeration and light bulbs - offering customers a simple and easy-to-navigate shopping experience.

A grocery retailer that has grown without merger or acquisition, ALDI opened 75 stores in the United States in 2011 and plans to open more than 80 stores in 2012.



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# 36 Hospitality



■ CUTTERS CRABHOUSE, where Seattle food lovers come for the crab and stay for the view, recently renovated the reopening of its restaurant following an extensive renovation.

## Cutters Crabhouse Elevates Seattle's Dining Experience

The Crabhouse Reimagined Boasts A Modern Renovation, Stunning Views—Inspiring New Menu

Cutters Crabhouse, where Seattle food lovers come for the crab and stay for the view, recently renovated the reopening of its restaurant after an extensive renovation. The restaurant's creative kitchen team is led by Chef Simon Zatyryka whose food philosophy of vibrant color and bold flavors compliments his use of "everything snout to tail"—from Hamachi skin cracklings to stuffed Dunge-

ness crab stuffed scampi.

"Cutters Crabhouse is prominent in its innovative spirit and absolute commitment to premier customer service. With this modern, fresh perspective, first-time guests will understand why for more than 25 years, loyal customers can't get enough of the superior guest experience offered here," said Chris Harter president and CEO of Restaurants Unlimited. "The chefs' enthusiasm for fresh, colorful and healthy dishes is the focus and the stunning simplicity of the modern remodel is the perfect backdrop—the staff here is passionate and ready to welcome guests to the newly remodeled Cutters Crabhouse."

Guests at Cutters find the freshest and most inspiring preparations of lobster and crab gnocchi, steamed Dungeness crab with risotto as well as established favorites like smoked salmon chowder and tempura Beecher's cheese curds. A Seattle sunset compliments dessert options including apple cobbler with

gelato or the chocolate soufflé.

Cutters Crabhouse offers a raw bar with oysters and fresh sushi as well as the prominent views of Seattle's Elliot Bay and Olympic mountains—all adjacent to Seattle's famous Pike Place Market. The restaurant maintains a unique relationship with many of the Market vendors, and regularly features items sourced directly, including Uli's Sausage, Beecher's cheese curds, Mike's Pepper Jelly and special selections from City Fish. As part of their ongoing support of local purveyors and the Market as a whole, Cutters Crabhouse debuted its new event space by hosting the annual invitation only, Pike Place Market Foundation's "Cut the Pie" on April 17.

The new interior reflects modern, yet classically designed details including fish murals by local Breeze Block Gallery, deep-sea diving signs and an open kitchen. Cutters' newly designed bar offers extraordinary signature drink selections utilizing chef-inspired elixirs and syrups.



■ LOVIN' THEIR WORK – Executive Chef Simon Zatyryka and Chef de Cuisine Joshua Martin.

"Come for the crab and stay for the view," established in 1983 as Cutters Bayhouse, Cutters Crabhouse reopened in April following a two-month renovation. The newly-updated location, adjacent to the famous Pike Place Market, remains at 2001 Western Avenue. The restaurant is an award-winning Seattle tradition, with a 25-year history as one of the first and most successful restaurants on the waterfront. Cutters Crabhouse offers a raw bar including sushi and oysters, full-service catering and a private dining room for parties.



■ CUTTER'S BAR



■ Besides great food, Cutter's patron's can take in a spectacular view of Puget Sound.



■ CUTTERS CRABHOUSE STAFF (left to right): Whitney Fisinger, Thanh-Mai Leck (Bar staff), Mary Grabelle-hostess, Executive Chef Simon Zatyryka, Ricky Lopez, server, Sam Harting server/supervisor, Paula Head, private dining coordinator, Sarah Taylor, hostess, Brittany Hamond, cocktail waitress, Annie Jantzer, server and Chef de Cuisine Joshua Martin. (Not pictured: Lynette Baskins, General Manager)



■ The new interior reflects modern, yet classically designed details including fish murals by local Breeze Block Gallery.





# Giraffas Brazilian Steaks & Burgers

## Offers Favorite, Affordable Dishes with A Brazilian Twist

An Eatery That Brings the Taste of Brazil to American Tastebuds

There's a new "kid" on the restaurant block, only it's not so young. Giraffas Brazilian Steaks & Burgers brings 30 years of experience and proven success in Brazil as the third largest chain in that country. Now, Giraffas has entered the U.S. market with its fast casual dining concept and a succulent menu that has something for everyone to savor.

For working professionals taking a lunch break, or busy parents looking to provide their families with a fast, yet nutritious meal, Giraffas offers the perfect option. When you walk into their North Miami, Florida restaurant, located at the Causeway Square at 1821 NE 123rd Street, your senses are delighted with the award-winning décor of vibrant, cheery colors, display boards with revolving tantalizing menus, TV screens showcasing the latest tweets, and delicious aromas wafting from the open, bustling kitchen, where the cooks are showing off their meal preparations. It is a cozily inviting place where you want to hang out, even if for a short respite, and have a dining experience.

This is not the type of Brazilian restaurant, with the all-you-can-eat



■ GIRAFFAS MIAMI Dir. of Expansion Claudio Miccieli (left) pictured with Giraffas Founder & CEO, Carlos Guerra.



■ CARLOS VENEGAS

meat menus, to which we have grown accustomed here in the States. Their tagline is "A Brazilian twist on what you love to eat", and true to that message their menu comprises of typical American dishes such as burgers, steaks, chicken, shrimp and pasta dishes. So where's the Brazilian twist? You'll find rich Brazilian flavors in every hand-crafted, freshly made dish. Their meats are made from uniquely high-quality Brazilian cuts, such as Picanha and Maminha, their sauces incorporate Brazilian spices,

and their pasta is accompanied with Stroganoff sauce, commonly served in Brazil. You will also find dishes such as Quinoa salad and Brazilian Farofa, and mouthwatering desserts such as their Petit Gâteau. Giraffas even offers a selection of beers, including Itaipava Brazilian beer.

A meal at Giraffas can be experienced at a reasonable price, too. Their generous portions range from \$8 for a hand-made, Picanha meat burger with fries to \$15 for their salmon dishes.

The brainchild of founder, Carlos Guerra, Giraffas was originally a burger joint in Brazil that he bought 30 years ago while attending Engineering school. Guerra kept the original Giraffas name and became a food expert while traveling throughout the world and tasting the best each visited city had to offer. The result of his travels is a continuously developing Giraffas menu based on an intuitive understanding of what people like. In Brazil, Guerra grew Giraffas to 385 restaurants. Though a franchise chain in his home country, Giraffas' entry into the U.S. is family owned and oper-



■ There's a new "kid" on the restaurant block, only it's not so young. Giraffas Brazilian Steaks & Burgers brings 30 years of experience and proven success in Brazil as the third largest chain in that country. Now, Giraffas has landed in North Miami, Florida with its fast casual dining concept and a succulent menu that has something for everyone to savor.



■ A plate of Giraffas' Grilled Shrimp.



■ A mouth-watering Giraffas' Double Hamburger.



■ Grilled Filet Mignon



■ Shrimp Stroganoff



■ Chicken Caesar Salad

ated. With expansion plans including the opening of a second Midtown location, four additional locations by the end of 2012, and 34 locations over the next five years, Giraffas is clearly making its mark in the United States.

With respect to the fast casual dining experience, the U.S. Marketing Director, Carlos Venegas, re-

marks, "We adhere to three main principles: quality of food, affordability, and speed of service." He continues, "Our goal is to get you in and out in 30 minutes or less." And true to that promise, you get exactly that at Giraffas Restaurant: a good meal, good prices, good ambiance, all while accommodating our busy schedules.



## Alabama Seafood Marketing Commission Launches

# Regional Campaign to Promote Alabama Gulf Seafood

The Alabama Seafood Marketing Commission (ASMC) has announced the launch of a regional advertising campaign to promote seafood sold by Alabama businesses and sourced from Gulf and local waters.

The campaign aims to drive demand for Alabama Gulf seafood, particularly among consumers in the state and restaurateurs across the region, by showcasing the coastal culture and educating people about the types of Alabama Gulf seafood available.

"Alabama seafood is second to none. Whether it's fish, shrimp, crab, or oysters, if you want good, fresh seafood, we have it here in Alabama," said Alabama Governor Robert Bentley, who established the ASMC in March of 2011.

"Alabama's seafood industry is vital to our coastal economy. Choosing seafood from the Alabama coast means you're choosing to support Alabama fishermen, tourism and other important industries in our state. The state's seafood industry helps drive our coastal economy with an annual sales impact of approximately \$390 million, and we encourage people to choose Alabama seafood."

Traditional advertising such as TV, print, outdoor and online will direct viewers to EatAlabamaSeafood.com, where they will learn how to find, catch and eat Alabama



Gulf seafood. The website includes databases of restaurants, retailers, distributors and charter boat services. Other features of the site include a seafood field guide, chef profiles, recipes, event information and more.

"Our commission members represent all aspects of the Alabama seafood community, and the website harnesses all their knowledge and much more in one place," said Chris Blankenship, director of Marine Resources and program administrator for the ASMC.

"The campaign and website go a long way to share the coastal experience and to help consumers and retailers more easily access fresh, local seafood."

Event sponsorships will bring Alabama Gulf seafood to food-centric cities across the country such as the Big Apple Barbecue Block Party in New York City in June. The latter is part of a larger partnership with Birmingham-based national consumer magazine Southern Living, which is the presenting sponsor of the event.

"We want people to experience firsthand the incredible taste of Alabama's seafood product. When they think about buying or eating seafood, we want them to remember that flavor and come back for more," said Blankenship.

## Former Kroger President & COO

# Don McGeorge Joins Acosta Board of Directors

Acosta Sales & Marketing, announced that Don McGeorge has joined its Board of Directors.

A retail industry veteran with more than 30 years of experience, McGeorge is the retired President & COO of The Kroger Co., the nation's largest traditional grocery retailer. McGeorge was responsible for all of the company's supermarket divisions, advertising, customer relationship marketing, manufacturing, merchandising and procurement, pharmacy and retail operations until his retirement in 2009.

"Don is one of the most well-respected leaders in the retail space, and it is our privilege to welcome him to our Board of Directors," said Gary Chartrand, Acosta Executive Chairman of the Board. "His deep industry experience and leadership provide a unique retail perspective and helps round out our board's expertise. We are well-positioned to help steer the company and further the success of Acosta's CPG clients and retail customers."

McGeorge added, "With a cutting-edge suite of sales and marketing services, Acosta is an integral partner for retailers and brands alike. I look forward to being part of the Board and helping Acosta realize continued success."

McGeorge also currently serves on the Board of Directors of Turning Point Ministries, Viking Cold Solutions and Symphony IRI.



■ DON McGEORGE

## Taste Love Cupcakes

# Detroit Cupcakery, Wins Food Network's "Cupcake Wars"

**T**aste Love Cupcakes, a cupcakery located in downtown Royal Oak, MI that just celebrated its one year anniversary, has been named the winner of the April 22nd episode of Food Network's nationally-acclaimed show, "Cupcake Wars".

Long-time close friends, Michelle Brown and Yolanda Baston, the visionaries and owners of Taste Love Cupcakes, applied for Cupcake Wars in early September 2011 and shortly thereafter were chosen as one of the four finalists to be featured on the show.

"It is very exciting as new business owners to win such a nationally recognized contest," said Brown. "We're proud to represent the state of Michigan and the Metro Detroit area with our cupcakes."

Brown and Baston opened Taste Love Cupcakes on April 16, 2011, and funded it using their own personal savings. No outside grants, investors or loans were utilized.

The business, which now retains four employees and prides itself in using local and organic ingre-



■ TASTE LOVE CUPCAKES, a cupcakery located in downtown Royal Oak, Michigan.



■ TASTE LOVE CUPCAKES founders and owners Michelle Brown (left) and Yolanda Baston (right).

dients whenever possible, sells its entire inventory of cupcakes every day. Nothing is frozen or pre-packaged.

"There is a hard working quality to businesses in Detroit and Michigan that fuels our desire to reach and succeed. As a community we have experienced challenges recently. However, we are strong and resilient-determined to

be part of the revitalization of our community," said Baston.

In its fourth season, Food Network's "Cupcake Wars" is a national, weekly show that features four of the country's top cupcake bakers for a face off in three elimination challenges until only one decorator remains. Winners are given a cash prize of \$10,000 and the opportunity to showcase their



■ The Menu Board inside Taste Love Cupcakes.



cupcakes at the winning gig, which have included events such as a star-studded magazine party and an A-list celebrity golf tournament. The show is hosted by Justin Willman and judges include Candace Nelson, founder of Sprinkles Cupcakes (the world's first cupcake bakery), Florian Bellanger, chef and co-owner of the online macaroon company, MadMac, and a third "rotating" judge is a special guest and is associated with the event in which that episode's winning cupcakes are to be served.

Both Brown and Baston grew up in the Detroit area, graduated from the University of Michigan, Ann Arbor and currently reside in the metro Detroit area.



■ L.A. Derby Girls cupcakes



■ TASTE LOVE CUPCAKES signature Sweet Potato Cupcake



■ Cupcake Trio



## New Brita Bottle for Kids



We're sharing this new product (hitting store shelves in August-September) with you specifically because it's a great addition to the kitchen. Instead of buying bottled water for kids, the Brita Bottle filters a child's water as they drink it, reducing bottled water waste.

This mini Brita Bottle is squeezable and makes water taste better so kids are more likely to drink it. Already on tap to feature the Brita Bottle are: Walmart (online and in-store); Target (online and in-store); Drugstore.com (online); Soap.com (online) and Amazon.com (online).

Don't force your customers to leave your store looking for these innovative new bottles. Make your own plans now to add them to your stock list.



■ Amy Vodraska (Dairy Foods magazine) pictured with Tristan Zuber (TIC Gums), John Hadley, (senior sales account manager, Sensient Flavors), Vanessa Teter (manager product development, YoCrunch Company), David Audia (TIC Gums) and Cary Frey (IDFA).

## IDFA Honors Cutting Edge Innovation

Two new cultured dairy products – an apple parfait (from YoCrunch) and a fruit-and-fiber yogurt (from Sensient Flavors LLC) – were named the most innovative dairy products this year during the IDFA Milk and Cultured Dairy Products

Symposium, April 24-26, in Kansas City, MO. The competition was sponsored by TIC Gums of White Marsh, MD, a supplier of texturizers and stabilizers.

"We were very happy to sponsor this year's awards competition,"

said Greg Andon, president of TIC Gums. "Creativity like this is exemplary and makes everyone in the food and beverage industry better. We congratulate the winners and look forward to seeing what they and others enter in 2013."

# Jack Penrod Honored by City of Miami Beach

## April 17, 2012 Named Official "Jack Penrod Day"

On Tuesday, April 17, an exclusive group of Miami Beach residents, politicians and state officials gathered at the world-renowned Nikki Beach Club to celebrate its founder Jack Penrod.

After 25 years in business on Miami Beach, the State of Florida, Miami Dade County and the City of Miami Beach honored Penrod with a Proclamation to celebrate the phenomenal success of Nikki Beach and his contribution to the successful transformation of the surrounding area. As a tribute to Penrod's undeniably important role in changing the face of South Beach forever, the City of Miami Beach and Miami-Dade County, officially named Tuesday, April 17, 2012, "Jack Penrod Day."

Amongst the guests on Tuesday evening were Ana Rivas Logan (The Honorable Representative for the State of Florida), Luis Garcia (Florida House Representative), Lynda Bell (The Honorable Commissioner for Miami-Dade County), Russell Benford (The Honorable Deputy Mayor of Miami-Dade County) and Michael Gongora (The Honorable Commissioner for the City of Miami Beach) whom were eager to celebrate both Nikki Beach and the man behind it - Jack Penrod.

While his business is legendary, few know the man behind the Nikki Beach vision. Jack Penrod, an avid diver, pilot and all-around outdoorsman built his empire from the ground up. His illustrious career in business now spans the globe, with locations in 8 countries and a lifestyle brand that reaches even further. But the Nikki Beach founder had a modest start. A hard-worker and aspiring entrepreneur, he joined the McDonald's Restaurant Corporation in 1969 as a line cook making \$.85 an hour. Due to his innate marketing skills, he put his savvy into over-drive and moved up the ranks at warp speed. Penrod eventually became the largest franchise owner in the State of Florida.

After his success with McDonald's, Jack Penrod turned his attention toward the entertainment, nightlife and hospitality industry, opening several clubs in Daytona Beach, Ft. Lauderdale and Miami. In the 1970's he founded Wu's



■ PENROD FAMILY: Jeniya Penrod, Michael Penrod, Jake Penrod, Jack Penrod, Michele Penrod, Lucia Penrod, Isabella Penrod, Peter Higney and Tracey Penrod-Higney.

International, Inc., a Ft. Lauderdale-based hamburger chain, which would grow to 70 outlets, including 14 franchises in Detroit before filing Chapter 11 in 1981. His success with Penrod's Beach Club in Ft. Lauderdale was astronomical and it seemed everyone wanted to get in on the action. The City of

Miami Beach, in particular, was interested in having Penrod open a business in South Beach on the once sleepy Ocean Drive.

Previously a dilapidated part of Miami Beach, more popular with retirees than trendsetters, the South of Fifth area of South Beach is now one of the most sought-after



■ Michael Gongora (Honorable Commissioner for the City of Miami Beach), Lucia Penrod and long-time South Florida publicist Charlie Cinnamon.



■ L.H. Steve Savola, Anna Rivas Logas (The Honorable Representative for the State of Florida), Linda Bell (The Honorable Commissioner for Miami-Dade County), Jack Penrod, Lucia Penrod, Luis Garcia (Florida House of Representatives) and Michael Gongora (The Honorable Commissioner for the City of Miami Beach).



■ Michael Gongora (The Honorable Commissioner for the City of Miami Beach) reads the Proclamation to Jack Penrod.

ter and exclusive neighborhoods on the beach. Jack Penrod has played a major role in the neighborhood's transformation since the mid-80's with the opening of Penrod's Beach Club in 1988. For two years in a row, first in 1984 and again in 1985, a delegation from the City of Miami Beach and the Greater Miami Convention and Visitors Bureau approached Jack Penrod about bringing his successful Ft. Lauderdale business, Penrod's, to South Beach. Penrod turned Ron Kent, the director of the GMCVB, down in 1984 after studying Ocean Drive and finding it was crime-ridden and unsafe for his staff.

Then, in 1985, City of Miami Beach Commissioner Bruce Singer approached Penrod again on behalf of the city and asked him to reconsider; Singer asked Penrod to create a "wish list," promising

that the City would do whatever it could to bring his successful business to its streets. After careful consideration, Penrod compiled his terms and the city gratefully welcomed Penrod's.

Ever the savvy businessman, Penrod spent the first few years creating a buzz all over the country about Penrod's Beach Club before actually opening the \$4 million entertainment complex at One Ocean Drive. After 3 full years of legendary parties all over the country, cutting edge marketing campaigns and the success of the beach concession from 1st Street to 14th Street, Penrod's Beach Club opened its doors and changed the face of the neighborhood forever.

Nine years later, tragedy struck and Penrod's daughter, Nicole, was killed in an auto accident. Devastated as he was, Jack Penrod decided that, rather than mourn his daughter's passing, he would celebrate her life for years to come. In 1997, after a complete renovation, Nikki Beach Club was opened. The venue and its sister properties all over the world are a continuing homage to Nikki Penrod and the Nikki Beach brand is meant to exemplify all that she was as a person; beautiful, fun-loving, a trendsetter and cutting edge in every way.

Attendees were honored to be a part of the state, county and city's expression of gratitude and congratulations to Penrod and thrilled to be a part of honoring a large piece of Miami Beach History.



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