

TODAY'S GROCER

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GERRY TOTORITIS



STAN ALEXANDER

Top Management Changes at A.G. of the South

Totoritis Announces Retirement, Alexander to Succeed

Top management changes loom on the horizon at Birmingham, AL – based Associated Grocers of the South, Inc., following the recent announcement that Gerry Totoritis, long-time President & CEO will retire from the company, effective August 30. Succeeding him will be current Executive Vice President of Sales, Stan Alexander.

"On behalf of our Board of Directors, we take great pride in expressing sincere appreciation and heartfelt gratitude for Gerry's dedicated commitment and outstanding professional leadership throughout the

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Land O'Lakes Purchases Kozy Shack

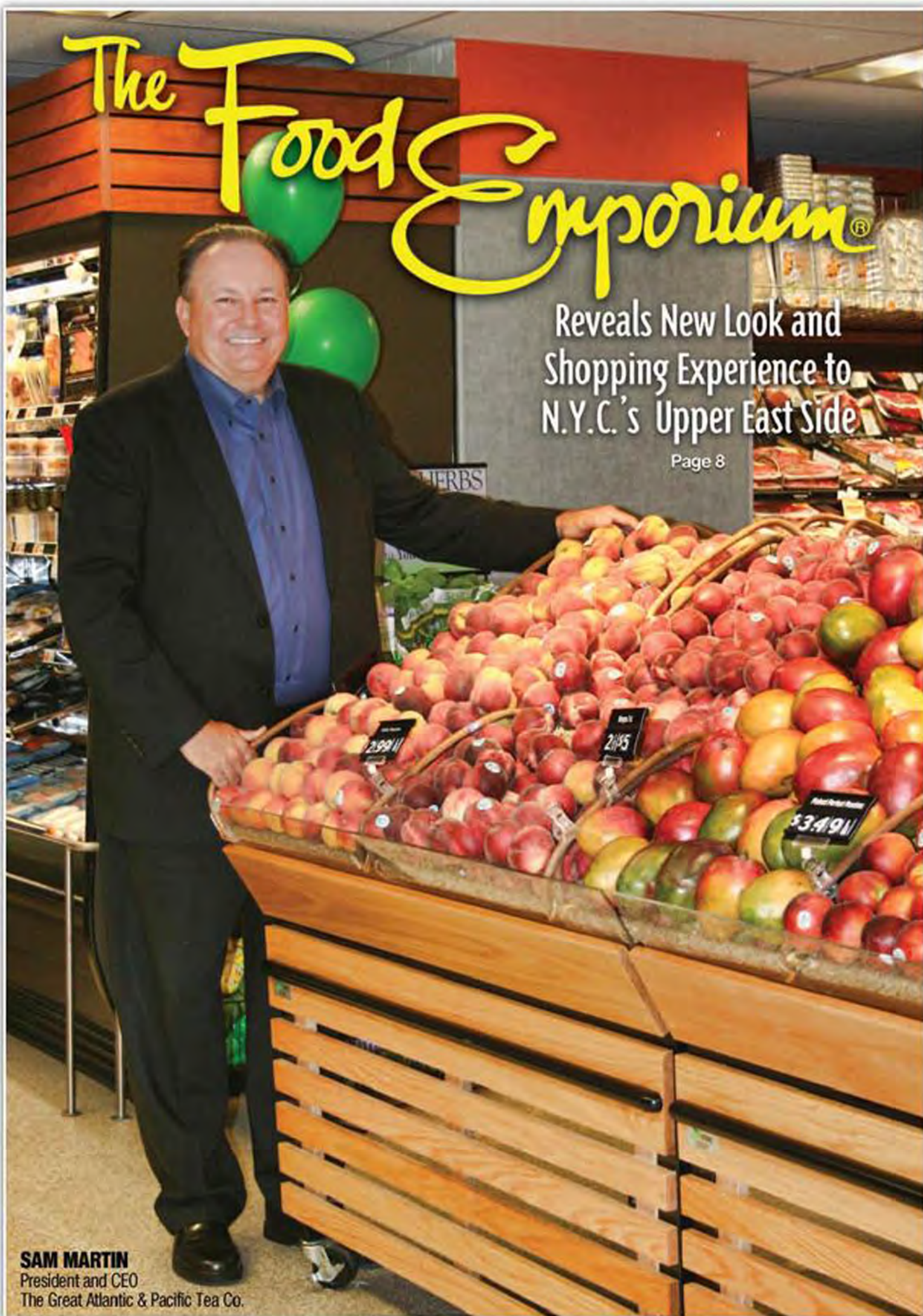
Land O'Lakes, Inc. is acquiring Kozy Shack Enterprises, Inc., a market leader in the chilled dairy desserts category in North America.

Land O'Lakes President and CEO Chris Policinski said, "Kozy Shack is a strong strategic fit with our value-added dairy foods product portfolio. This long-time company - known for its strong brand and reputation for quality - opens the door for Land O'Lakes to achieve future growth in the attractive dairy dessert category."

Kozy Shack President and Chief Executive Officer Robert Striano said, "It is exciting for the 40-plus year-old Kozy Shack brand to be infused with expanded resources and brand-building focus. The future is bright for the Kozy Shack business as a strategic brand within the Land O'Lakes portfolio."

Kozy Shack, based in New York, was

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SAM MARTIN
President and CEO
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Reveals New Look and Shopping Experience to N.Y.C.'s Upper East Side

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Kenny Family ShopRites



■ **KENNY FAMILY SHOPRITES**, recently named Christopher L. (Chris) Kenny (second, right) President of the family enterprise. Pictured along with Chris (left to right) are family and management team members: Steve Huff, Bernard Kenny, Melissa Huff, Chris, and Bob Singer.

Christopher Kenny Named President

Delaware Supermarkets, Inc. (DSI) announced that Christopher L. Kenny, chief operating officer, has assumed the role of president and chief executive of the company. Former president and DSI founder Bernard F. Kenny, Jr. will remain chairman of the board as his son transitions into his new role. Christopher L. Kenny is also a member of the DSI Board of Directors.

Since founding DSI in 1995, Bernard Kenny has built a strong foundation of customer service and unwavering commitment to the Delaware communities served by his five ShopRite stores.

Bernard is confident in choos-

ing his son Christopher as his successor. "We started this business with just two stores in 1995. Since that time, Chris has worked very closely with me and with DSI management to increase sales three times over, open an additional three stores in the great state of Delaware and has developed the leadership skills necessary to fill this new role. I have every confidence in his ability to continue to lead our family business into an increasingly successful future."

"I am very proud to take up the reins so skillfully held by my mentor, teacher and father, Bernard Kenny," said Christopher L. Ken-

ny. "He has created a legacy for our family, our stores and our community that I am so honored to be a part of. I look forward to his continue guidance and support as we move toward this new phase of our family's history."

Delaware Supermarkets, Inc. is a member of Wakefern Food Corp., the nation's largest retailer-owned cooperative whose 47 members own and operate their own supermarkets under the ShopRite banner. Three generations of the Kenny family are actively engaged in their five stores' day-to-day operations, living and working in the communities they serve.



■ **WINN WOO TRADING** has acquired this modern grocery warehouse located in Hayward, CA. Win Woo plans to expand into the 108,000 sq. ft. property in addition to occupying their current 25,000 sq. ft. facility. The building has existing freezer and cooler space on the property which helps to accommodate Win Woo's growing needs and clientele.

Win Woo Trading Closes on \$7 Million Warehouse Purchase

Lee & Associates, one of the largest broker-owned commercial real estate brokerage firms in the country, has closed the sale, valued at more than \$7 million, of a warehouse in Hayward, CA.

The buyer, Win Woo Trading, a wholesale grocer company, was represented by Jesse Lucas and Ryan Martens of Lee & Associates Oakland. The seller, Welcome Markets, was represented by CTBT.

"Prices are definitely trending upward, specifically in the owner/user building sale market," said Lucas. "The market is tightening as demand has increased and fewer options are available. Users on the 880 Corridor that want to own their buildings are now going to be forced to accept higher prices per square foot."

Located at 31056 Genstar Road, the property was once a former Ranch 99 warehouse and one of the largest freestanding warehouse buildings available for purchase in the Hayward market. Win Woo plans to expand into the 108,000 sq. ft. property in addition to occupying their current 25,000 sq. ft. facility. The new building has existing freezer and cooler space on the property which helps to accommodate Win Woo's growing needs and clientele.

According to Lucas, the transaction with Win Woo Trading represents one of the largest owner/user warehouse sale transactions in Alameda County this year.

Lipman Acquires Packing House from Ace Tomato

Lipman has acquired a packing house from Manteca, California-based Ace Tomato Co., Inc., a tomato packer and fresh produce distributor. The newly-acquired facility will join Lipman's nationwide network of packing, repacking and processing companies after the 2012 growing season concludes.

"We will continue to operate the packing house throughout the remainder of 2012. After that, we will turn the facilities over to Lipman," said Kathleen Lagorio Janssen, president of Ace Tomato and daughter of the company's founder, George B. Lagorio. "We are pleased to work with Lipman — another family owned produce company whose values and traditions are similar to ours."

This acquisition is Lipman's fourth in eight months and is a key component to the company's nationwide expansion.

"As a year-round supplier, it's critical that we operate in geographically and seasonally diverse areas," said Gerry Odell, chief farming officer for Lipman. "This acquisition expands our reach in California and will allow Lipman



■ **LIPMAN** has acquired a packing house from Manteca, CA-based Ace Tomato Co., Inc., a tomato packer and fresh produce distributor. The newly-acquired facility will join Lipman's nationwide network of packing, repacking and processing companies after the 2012 growing season concludes.

to increase distribution of fresh produce and tomatoes to customers in western states."

Lipman commands a significant

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N.G.A. Unveils 2013 Convention Keynote Speakers

The National Grocers Association (N.G.A.) has announced former U.S. Senator Alan Simpson and former White House Chief of Staff Erskine Bowles, who served as co-chairs of the National Commission on Fiscal Responsibility and Reform, as the Opening Session speakers (sponsored by Kraft Foods) at the N.G.A. Show, February 10-13, 2013 in Las Vegas. Last year's N.G.A. Show reached record breaking attendance. However, given the up-

coming keynote speakers' involvement and concern with reducing taxes for business owners, N.G.A. expects to surpass last year's record. The N.G.A. Show equips independent grocers with unique learning experiences on how best to succeed and adapt to marketplace trends.

"During a time when our country continues to be in fiscal dire straits, Messrs. Simpson and Bowles remained steadfast in their dedica-

tion serving as co-chairs of the Presidential Commission on the National Commission on Fiscal Responsibility and Reform. Their ability to find bold bipartisan recommendations to cut the national deficit and establish tax reform was unprecedented," stated Peter J. Larkin, N.G.A. President & CEO. "With another recession looming, if appropriate legislative measures

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7-Eleven Closes on Acquisition of 18 Open Pantry Stores

7-Eleven, Inc. has completed a transaction to acquire 18 Open Pantry convenience store locations in Wisconsin, primarily in the greater Milwaukee and Madison markets.

All 18 stores are located approximately in the lower third of the state with the northernmost store in Oshkosh and the southernmost in Kenosha. Four stores are located in Milwaukee city-proper and others in the surrounding communities of Franklin, Brookfield, Delafield, Oak Creek, New Berlin, Sussex, Oconomowoc and Pewaukee. Another three are in Madison. A few existing Open Pantry locations are not included in the deal.

"7-Eleven has set and met very ambitious growth

goals the past three years, here in the U.S. and internationally," said Robbie Radant, 7-Eleven Vice President of mergers & acquisitions, "and, we are on track this year to surpass even those record-breaking years. Last year, 7-Eleven opened more than 600 stores in the U.S. and Canada and is on target to open at least 630 in 2012."

"We have several strong markets in the Great Lakes areas and are committed to showing Wisconsin residents why their neighbors are such big fans of 7-Eleven," said Radant. "Over the recent years, our stores have added fresh-baked pastries, sandwiches, green

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4 Produce

Georgia Peach Council Sweetens Peoples' Day

"Sweet on the Street" Events Target Key Florida Markets

Georgia Peach Council's grassroots marketing campaign sweetened the day for stressful workers in the key markets of Tampa and Orlando, Florida. This year, Florida consumers have been greeted with updated public relations, advertising and social media campaigns featuring the catch phrase, "Georgia Peaches, All Kinds of Sweet." To highlight the message, surprise "Sweet on the Street" deliveries of the flavorful fruit were made to people with the most stressful jobs and local consumers in Orlando and Tampa in an effort to sweeten their day.

Georgia Peach Council's "Sweet on the Street" team first delivered fresh Georgia Peaches to Tampa-area residents at one of the city's



most popular summertime free music events, Rock the Park, held at Curtis Hixon Park in downtown Tampa. Concert-goers were surprised by enthusiastic Sweet on the Street team members in orange shirts passing out fresh, juicy Georgia Peaches.

The Sweet on the Street team made three more sweet deliveries in Tampa at the end of June. Fire Station #1 and Fire Station #14 each received a surprise visit from the



■ TAMPA FIRE STATION #14

Sweet on the Street Team. Unsuspecting firefighters opened the bay

doors of their firehouses to hear cheers of appreciation and several boxes of Georgia Peaches. The firemen and women were honored with these gifts for their contribution and dedication to the local community. The final location for the Sweet on the Street Team was Tampa's Charles J. Fendig Public Library. Patrons busy on computers and reading books were taken aback by the sudden appearance of more than 20 orange-shirted team members giving away Georgia Peaches and bracelets emblazoned with the Georgia Peach Council's website.

The Sweet on the Street Team also made two sweet deliveries in downtown Orlando. The first stop was at Orlando Fire Station #1 to

sweeten the day for the stressful firefighters. Team members cheered for the firefighters and delivered several boxes of Georgia Peaches. The next Orlando delivery took place in the heart of downtown during a Friday lunch hour on Wall Street, a popular pedestrian area. Orlando workers walking to and from lunch were shocked to see a crowd of orange shirts, cheering and passing out Georgia Peaches to sweeten their day.

"We've targeted Tampa and Orlando because Florida is a key market for Georgia Peaches," said Duke Lane, III, chairman of the Georgia Peach Council. "Floridians love our sweet Georgia Peaches and we love their oranges!"



■ DOWNTOWN ORLANDO - Lunch hour in Wall Street.

Bakery

■ Bonsavor Foods Debuts

New Line of Innovative Flatbread Products

BonSavor Foods is launching a new line of innovative flatbread products, including tortillas, wraps, pita and naan. The company has collected the world's best flatbread recipes and will introduce consumers to new tastes from around the world. The flatbread products reflect the international flavor of the founders, whose diverse backgrounds come from growing up in places scattered across the globe.

The new lineup of BonSavor flatbread products can be found at select Walmart locations throughout Texas, New Mexico, Arizona and California, with plans to expand distribution to additional retail and grocery outlets in upcoming months.

From no trans fats and no cholesterol to serving as a source of fiber and essential nutrients, BonSavor's products are as healthy as they are delicious. BonSavor has gluten free products, Carb Right™ products, low fat items as well as options made with whole wheat. BonSavor flatbreads are versatile, giving consumers new options for preparing creative lunches or dinners, nutritious snacks and on-the-go meal solutions. Consumers can find interesting, new recipes on the BonSavor website.

"We created BonSavor foods because we saw a need for a product line filled with unique, international flatbreads that would offer sim-

ple ways to prepare a wide variety of meals and snacks that were both delicious and healthy," said Christopher Plummer, CEO of BonSavor Foods. "We had the idea to create a space in the flatbread category where we could continually add taste profiles from around the world and offer wonderful new solutions for consumer snack and meal needs. Since almost every country in the world has its own variety of flatbread, the options seem endless."

BonSavor's line of flatbreads include a variety of flavors and sizes of the following:

- **Tortillas** – BonSavor offers corn tortillas that capture the tastes of Southern Mexico and flour tortillas derived from one of the founder's traditional family recipes.
- **Wraps** – The wraps were created with the consumer in mind, helping them to make tasty and healthy meals and snacks and also enhance the flavor of whatever is put in them.
- **Pita** – The authentic pita breads are hearty and delicious, just right for the variety of ingredients often paired with this unique flatbread.
- **Naan** – The naan recipes were inspired abroad where founders watched artisan bread makers create naan by hand, stretching it over bowls and placing it into fire pits to bake.



■ BONSAVOR FOODS is launching a new line of innovative flatbread products, including tortillas, wraps, pita and naan. The company has collected the world's best flatbread recipes and will introduce consumers to new tastes from around the world. The flatbread products reflect the international flavor of the founders, whose diverse backgrounds come from growing up in places scattered across the globe.



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6 Meat



■ BISON-BLUECHEESE BURGER

Bison Meat Sales Top \$278 Million in 2011

Ranchers Building Herds to Keep Pace with Demand



The value of bison meat sold in grocery stores, restaurants and farmers' markets topped \$278 million in 2011, according to an economic analysis released from the National Bison Association.

The 2011 retail and restaurant sales represent a 15.8 percent jump over the previous year, despite a 16 percent drop in the number of animals

processed commercially compared to 2010, according to the bison association's calculation of the economic size of the U.S. bison business.

"The economic data underscores the great connection that bison producers have made with customers across the country," said Dave Carter, executive director of the National Bison Association.

According to the National Bison Association analysis, retail and foodservice sales of bison reached \$278.9 million in 2011, compared to \$241.1 million the previous year. The estimated carcass value of all animals processed commercially in 2011 was \$110 million, compared to \$93.6 million in 2010. However, the 53,680 bison processed under USDA and state-level inspection in 2011 was 16 percent below the 63,900 harvested in 2010.

A significant factor behind the lower levels of animals processed in 2011 is that bison producers are holding back animals to build their herds to keep pace with increasing consumer demand.

Carter noted, "The economic analysis illustrates that the American consumer is a strong partner in restoring bison to the pastures and rangelands across North America. The economic signals in the marketplace are providing a strong incentive for ranchers to build their herds."

Johnsonville Sausage Introduces Pork & Chicken Sausage

Johnsonville Sausage has introduced its new Pork and Chicken Sausage - available in Traditional Brat and Mild Italian - just in time for the official start of summer. These new sausage varieties have 50 percent less fat and are now available at select retailers nationwide.

"At Johnsonville, we know there is nothing like a summer cookout with family and friends," said Amber Brandimarte, Johnsonville senior brand manager.

Managing weight and getting in shape for summer doesn't have to mean sacrificing the flavor you love, agrees Dietitian Sarah-Jane Bedwell. She recommends keeping protein a staple at each meal, to help increase satisfaction and reduce the desire to snack.

"Single-serving protein sources, such as a container of low-fat yogurt, a 100-calorie pack of nuts or a link of Johnsonville Pork & Chicken Sausage, are excellent ways to keep calories in check while getting the perfect amount of protein," said Bedwell.

Johnsonville Pork & Chicken Sausage is made with a lively blend of herbs and spices, as well as the freshest cuts of pork, blended with naturally lean chicken. Traditional Brat and Mild Italian are two delicious options perfect for summer grilling. Both new products have 50 percent less fat and zero grams trans fat.



Better Burgers Heat Up Summer Grilling

Reinventing America's favorite meal from the grill, a ranch in Oregon has developed burgers with extremely low fat content and with a lot less calories just in time for summer grilling. Andrew Joffer of Joffer Family Ranch states, "We stumbled upon the formula for producing super lean, great-tasting beef right in our backyard with our sport cattle." The Joffer's sport cattle are small, naturally lean breeds that only eat grass, get exercised, and consequently produce beef that is so lean, there is no fat to run off the grill or even cause your BBQ grill to smoke.

In fact, the ranch sends their beef to an accredited food lab for testing, and the beef has only averaged 1.01 grams per 100 gram serving, which is 99% lean, an amount that is unheard of from regular "beef cows." Skinny Beef is gaining a loyal following and has been featured in two national magazines for bodybuilders due to the high protein and extremely low fat content of the beef. When compared with regular beef burgers, Skinny Beef has approximately half the calories and 50% more protein from a quarter pound patty of traditional 75% lean ground beef.

This is great news for anyone who is counting calories, reducing their fat intake, or watching their weight this summer.



■ SKINNY BURGERS - When compared with regular beef burgers, Skinny Beef has approximately half the calories and 50% more protein from a quarter pound patty of traditional 75% lean ground beef.

Dark Meat Sizzles During Grilling Season

But Breast Meat Still Rules Supermarket Roost

Grilling season is upon and if recent supermarket point-of-sale data is any indication, grill masters are turning to the Dark Side... of the chicken.

During the 13 weeks ending March 31, 2012, chicken thighs saw six percent volume growth at supermarkets (11 percent dollar growth) despite a five percent increase in average retail price; chicken legs/drumsticks experienced only a slight volume decline (dollars increased four percent) due to a seven percent increase in average retail price, according to Nielsen Perishables Group FreshFacts data.

The breast still rules the supermarket roost, however, representing 56 percent of supermarket chicken category dollars, compared to 17 percent for chicken legs/drumsticks and thighs. Chicken breasts saw two percent volume growth and one percent dollar growth over the same time period, with a three percent average retail price increase.

According to a new nationwide poll by the Hearth, Patio & Barbecue Association, flavorful food is a key component to the cookout. Consumers said they prefer their food tender (57 percent) and juicy (56 percent), which are two key attributes given to dark meat cuts by chefs and home grillers alike.

"The growth in popularity of dark meat cuts can be attributed to four factors, really: an interest in its flavor, its pop-



■ The breast still rules the supermarket roost, representing 56 percent of supermarket chicken category dollars, compared to 17 percent for chicken legs/drumsticks and thighs.

ularity in more globally-inspired dishes, generally a lower price point and its attributes that make it better suited to the direct heat of a grill," said Tom Super, vice president of communications with the National Chicken Council.

"Chicken sausages are also finding their way on to more and more grills, too."

Sherry Frey, vice president of account services for the Nielsen Perishables Group, noted their data shows many cold-weather categories were lower in the first quarter of 2012. "We believe that's due to the earlier spring

and warmer weather many people experienced around the country this year. More people started their grilling season earlier than in years past, which could be one factor in dark meat's rise in popularity during the first quarter," Frey noted.

White meat like boneless skinless chicken breast has long been recognized in this country for its nutritional benefits as an ideal lean protein for a healthy diet. Dark meat lovers received some good news, recently, too. Taurine, a naturally-occurring nutrient found in the dark meat of poultry may provide protection against coronary heart disease (CHD) in women with high cholesterol, according to the findings of a recent study by researchers at New York University School of Medicine.

"Whether one's preference is a breast, leg or thigh, though, you can always buy a whole chicken and you'll get the whole package," Super concluded.

A&P'S Exclusive

Woodson & James Choice Angus Beef Brand Celebrates One Year Anniversary

With Extension of Product Line

The Great Atlantic & Pacific Tea Company, Inc. announced the extension of its successful line of premium-quality Angus beef, featuring steakhouse-quality meat at affordable supermarket prices. The Woodson & James Brand, exclusive to the A&P family of stores since May 2011, has extended its line of products to now include Marinades and Angus Franks in all A&P, Pathmark, Superfresh, Waldbaum's and The Food Emporium stores - just in time for the grilling season.

New additions to the exclusive Woodson & James Brand help shoppers transform ordinary barbecue into a "Darn Better Barbecue."

Woodson & James' new lactose and fat free marinades include:

• **BARBECUE** - This bold and smoky marinade is a great complement to chicken, ribs or as an alternative to ketchup.

• **MANDARIN ORANGE** - A delightful and bold sauce in which the flavors of soy, sake and ginger mingle with the citrus of Mandarin Orange.

• **TERIYAKI** - Sweet and gingery, with zesty undertones of fresh garlic, this full-flavored sauce pairs best with beef, chicken or pork.

• **SWEET BOURBON** - Bourbon lends a kick to this savory marinade sauce made with rich soy sauce, tart lemon, sweet molasses and spice.

Additionally, the Woodson & James Brand has introduced Angus Franks in both Skinless and Natural Casing varieties. These hickory smoked and gluten free franks have no MSG, by-products or fillers and are made with 100% Angus beef.

The exclusive Woodson & James Brand features USDA Choice Angus Beef that is grain-fed and single-sourced for premium flavor, tenderness and quality. Woodson & James gives shoppers consistently juicier, tastier, higher-quality beef at a great value.

"One year ago, we listened to our customers and introduced the Woodson & James Angus Beef line to better meet their needs," said Tom O'Boyle, Executive Vice President of Merchandising, Marketing, and Supply & Logistics. "We have received such positive feedback that we decided to extend the line to include additional all-purpose grilling solutions. We are confident that these new products will live up to our customers' expectations and continue to look into ways to improve our customers' grilling experiences."

"A&P's significant effort to upgrade its beef offerings, while keeping prices affordable, demonstrates our continued commitment to delivering enhanced value to our customers," added Harry Giglio, Vice President of Meat & Seafood.



Flavored Yogurts and Enhanced Milk Top Dairy Trends

As consumers pay more attention to their health, yogurt and enhanced milk are topping dairy product trends, according to *What's in Store 2012*, the annual trends report of the International Dairy-Deli-Bakery Association™ (IDDBA).

YOGURT SALES AND CONSUMPTION CLIMB

Yogurt dollar sales rose 7.0% to \$5.2 billion in the food/drug/mass channel in the 52-week period ending May 14, 2011, according to Nielsen. In 2010, Americans ate yogurt 7.5 times per month on average, up from 7.0 times per month in 2006, Mintel reported. *What's in Store* is a secondary research trends report compiled from over 150 credible industry resources.

Yogurt brands continue to expand their varieties, particularly in the popular Greek yogurt section. Greek yogurt smoothies, new fruity flavors, and yogurt can be substitutes for sour cream, mayonnaise, and cream cheese in recipes. Cappuccino yogurt with almond crisp, orange yogurt with sea buckthorn, maple, and strawberry rhubarb, for example, are some of the newer flavors.

Craft yogurts are also trendy in the dairy case. Since 2005, 30% of new product launches in the category have been craft products, which tout their milk sources and traditional processes, Specialty Food Magazine reported. Many feature milk from grass-fed cows, local flavorings, or alternative milks, including sheep's milk and goat milk, as well as artisanal yogurt in reusable glass or ceramic containers.

ENHANCED MILK OFFERS MORE FOR ALL AGE GROUPS

Enhanced milk is one of the new offerings in the dairy case that offers consumers more health options. Aside from vitamin milk concocted with special blends to cater to kids, teens, and women, there are also milk blends of cows' milk and nut milks. Kids can get milk in flexible 'squeezable pouches' with a screw tops that make it fun to drink, as well as flavored varieties with less sugar and fewer calories. Protein-rich milks with added vitamins, are popular, as are meal-replacement shakes and sleep-provoking beverages that contain milk, soy, valerian root extract and melatonin. Milk tops the list of food purchased most often because of an added benefit or fortification.

Better-for-you and better-for-the environment are top dairy trends as consumers lean toward products with natural nutritional properties, functional additives, and sustainably produced actions. Dairy products make up 14.6% of organic food sales, second to the fruit and vegetable category, which commanded 39.7% of the market. Organic dairy product sales rose by 9% in 2010 to total \$3.9 billion in 2010, according to the Organic Trade Association.

Euromonitor projects the U.S. dairy market will grow to \$53

million by 2015, up 5.2% from 2010.

U.S. DAIRY CONSUMPTION RISES

The most recent data shows U.S. dairy product consumption

rose to 607.1 pounds per capita in 2009 from 603.7 pounds in 2008, according to the USDA. Consumer units, typically defined as households, spent \$409 annually on dairy products, the most recent data (2009) show.

This decrease of 4.9% from the year before comes amid an across-the-board consumer spending decline.

Household penetration for dairy products is 99.6%, with milk and cheese topping the list at 97%

and 96.9% respectively, Perishables Group found. Consumers average 34.8 dairy department shopping trips per year. More than half of these shopping trips include multiple items from the dairy case.



QUIJOTE

CHORIZOS



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The Rush
to Your
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Today!



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The Food Emporium Reveals

New Look & Better Shopping Experience to N.Y.C.'s Upper East Side

Remodeled Store Supports Company's Neighborhood Store Vision

A TODAY'S GROCER
Special Report

Hundreds of customers visited The Food Emporium store located on 1066 Third Avenue in New York City on May 18 to catch a glimpse of the store's newly-remodeled look. This location joins the handful of stores that have already been upgraded as part of The Great Atlantic & Pacific Tea Company's (A&P) comprehensive store investment plan. The company plans to upgrade its store footprint over the next five years reinforces the company's commitment to being the best neighborhood food and drug store by enhancing its customer's overall shopping experience.

Throughout the day, customers participated in raffles for the chance to win prizes, and, A&P's corporate Registered Dietitian Jacqueline Gomes demonstrated healthy cooking recipes. Free cups of coffee were provided by the Illy café, along with samples of various gourmet food offerings.

This 16,000 sq. ft. Upper East Side store is the fifth location to receive an overhaul since November 2011. In addition to two Pathmark stores, two other Upper East Side stores now offer a larger selection of gourmet foods and more locally grown products in an appealing store environment with modern fixtures.

"Improving our store footprint is one of our top priorities," says Sam Martin, A&P's President and CEO. "We analyzed each store and devised a tiered upgrade plan based on each store's need. Our goal is to renew the majority of our store footprint over the next five years."

In addition to The Food Emporium remodels, two New Jersey Pathmark stores were also recently upgraded to reflect the cultural preferences of the communities they serve. The Bergenfield Pathmark now has a stronger kosher focus, and the Weehawken Pathmark has more products that cater to Hispanic residents.

"We're delighted to add The Food



■ THE FOOD EMPORIUM debuted an enhanced produce department in its Third Avenue store in New York City.



■ New signs on the windows of the renovated store reflect The Food Emporium's new marketing message – "Welcome to a better way to shop."

Emporium on Third Avenue to our growing list of revamped stores," says Tom O'Boyle, A&P's Executive Vice President of Merchandising, Marketing and Supply & Logistics. "The improvements to this store, which include an expanded merchandising assortment, a better lay-



■ The Food Emporium store #742 offers customers a large cheese and organic products section.

out and new fixtures, show our renewed commitment to the Upper East Side community."

Design changes were made with the urban customer in mind. The ground floor features café seating, where customers can sip on their favorite drink from the brand new coffee bar, while eating breakfast, lunch or dinner items from the expanded hot food section. The lower level also has a broader selection of grab-and-go items for city customers.

Customer service improvements

were also implemented in this Upper East Side location, where more than 20 new associates were hired and trained to better serve the needs of customers in every department of the store.

Additional store upgrades include: New grab-and-go deli and bakery items; an enhanced fresh produce department; improved organic, natural and specialty foods assortments such as gluten-free, kosher; Eastern European, Hispanic and Asian foods; revamped seafood selection including a fresh assortment from



■ The Food Emporium presented two lucky winners with a basket of goodies at the renovation celebration.



■ Delicious single-serve cupcakes on display at the newly-renovated Two Forks bakery department of this Upper East Side store.

Fulton Fish Market; additional meat section offering all-natural chicken, fresh ground beef and A&P's exclusive brand of Woodson & James Angus Beef and an expanded selection of craft and imported beers, among others.

The hours of operation are 7 a.m. - 11 p.m. Monday through Friday, and 7 a.m. - 10 p.m. on Sundays. Commuters can take the R and N subway to the 59th Street and 3rd Avenue station. Trains 4, 5, and 6 stop at 59th Street and Lexington Avenue. Another option is to take the 3rd Avenue bus to 64th Street and 3rd Avenue.



■ A display of The Food Emporium's expanded Woodson & James Angus beef line.



■ Jacqueline Gomes, A&P's corporate Registered Dietitian, prepares a healthy chicken stir fry meal at The Food Emporium renovation celebration.



■ Customers received a free cup of Illy coffee the morning of The Food Emporium's renovation celebration.



■ Fresh sushi is made daily by The Food Emporium's in-house sushi chef.



■ Hundreds of customers visited the newly remodeled store to check out the new look and food samples.

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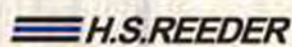
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10 Beverage



Abbott Introduces Ensure Clear

Help Adults Fill Dietary Gaps

As an alternate option to its traditional shakes, Abbott is introducing new Ensure Clear, a fruit-flavored nutrition beverage available in peach and blueberry pomegranate flavors. Ensure Clear offers three times more protein than juice and 21 essential vitamins and minerals to help adults looking to fill dietary gaps.

For nearly 40 years, Ensure products have been trusted to provide targeted and balanced nutrition to supplement dietary needs. Research shows that oral nutritional supplements, like Ensure, provide many benefits including helping adults to get and stay healthy through improved nutrition. One serving of Ensure Clear, when combined with a healthy diet, can help Americans meet the daily recommended levels of certain nutrients including vitamins A, D, E, and K, that many are lacking, while offering nine grams of protein to support the maintenance of muscle.

Ensure Clear nutritional drinks are available in four-packs of 10-fluid-ounce bottles for a suggested retail price of \$7.99 and will be sold nationwide.

Red Rose Tea Introduces



New Simply Indulgent Black Teas

Red Rose Tea is introducing four new tea flavors this summer as part of a new line of handcrafted black teas, Red Rose Simply Indulgent Teas. The flavors include Naturally Decaffeinated Cinnamon Streusel, Naturally Decaffeinated Lemon Chiffon, Crème Caramel and Peach Cobbler.

"Tea drinkers are becoming increasingly experimental with the flavors they are trying, so we created a decadent line to appeal to this growing consumer interest," said Michele Peters, Red Rose Tea brand manager. "Consumers can experiment with new flavors while knowing they are getting a quality, great-tasting product from a brand they trust."

The Red Rose Simply Indulgent Teas are blended with natural flavor extracts that were specially developed for the Red Rose Simply Indulgent Teas. These blends marry high-quality tea standards with premium natural flavors.

The new Simply Indulgent flavors were developed with the help of consumer input, including at-home taste tests, in-person samplings and online surveys. Red Rose Tea reached out to consumers through direct mail and tasting panels, and chose the highest scoring, most flavorful teas.

"Once we selected the flavors, we began working on package designs to visually stimulate the consumer the same way the product does through taste," said Peters. "This concept carried over to the development of the product display that will incorporate a scratch-and-sniff feature, allowing consumers to experience the delicious aroma right at the store."

The Red Rose Tea Simply Indulgent Teas will retail at approximately \$4.69 for a 20-count box.



Bolthouse Farms Bolsters Beverage Line

Bolthouse Farms, has announced several new additions to the beverage line-up. Bolthouse Farms is recognized as one of the fastest growing brands in the health and wellness space and continues to launch innovative products and packages in its mission to help people live healthier, more vibrant lives.

Building off of the success of the Bolthouse Farms Carrot Juice, one of the brand's top sellers, the company has created an Orange + Carrot blend. The beverage offers 300% more Vitamin A than traditional orange juice alone and is the ideal breakfast blend.

Bolthouse Farms has also introduced Protein Plus™ Blended Coffee which offers a spin on the traditional coffee drink by providing consumers with a boost of protein and key B-Vitamins. This new beverage provides 30-grams of protein per 15.2 oz. serving along with 100% DV of 5 B-Vitamins. The company is now offering two new breakfast replacement drinks, Strawberry Parfait Breakfast Smoothie and Peach Par-

fait Breakfast Smoothie, containing 10-grams of protein per single-serving bottle along with 2.5 grams of fiber and 15 percent of required daily value of calcium.

Bolthouse Farms has also introduced new sizes for two of its customer favorites: Amazing Mango® fruit smoothie and 100% Pomegranate Juice. Now, available in a 52 oz. serving, Amazing Mango is a powerhouse combination of antioxidants and nutrients; each serving offers 320% of a recommended daily serving of Vitamin E, 240% of Vitamin A and 260% of Vitamin D. Bolthouse Farms' 100% Pomegranate, which is now available in a 15.2 oz. single serving, a good source of potassium and contains high levels of polyphenols.

The new Bolthouse Farms beverages are offered in a single- (15.2 oz.) or family-sized (32 oz.) servings for a suggested retail price of \$2.99 - \$5.19. The 52 oz. Amazing Mango is priced at \$6.29.

Seagram's Sparkling Water Adds Four New Natural Fruit Flavors

Just in time for the hot days of summer, Seagram's has debuted four new natural fruit-flavored sparkling seltzer waters. All four brand new flavors are sugar-free, calorie-free and caffeine-free — to ensure there's a little something for everyone looking to enjoy some sophisticated refreshment this summer.

The crisp, clean Original Seagram's Sparkling Seltzer Water is joined by four natural fruit flavors:

- **KEY LIME** — the light tangy taste features a crisp, pleasing finish.
- **ORANGE CITRUS** — the bright, fresh citrus flavor satisfies and quenches your thirst.
- **BLACKBERRY RASPBERRY** — this two-berry blend mixes the best of tart and sweet.
- **WHITE PEACH** — the smooth and mellow taste is the perfect summer pick-me-up.



Versanto Force 3X

The Original Energy Drink Receives an All-Natural Boost

Three Times the Caffeine as a Regular Cup of Joe

Let's face it, many Americans need help kick starting their busy mornings with some sort of energy drink. With coffee representing 75 percent of all the caffeine consumed in the U.S., many people fuel themselves with this beverage served hot, iced, black or with cream and sugar. Now instead of drinking several cups throughout the day, coffee lovers can get their caffeine fix with Versanto Force 3X — a new, hyper-caffeinated coffee, a product with three times the caffeine of ordinary coffee.

Versanto's arrival comes at a time when Americans' love of energy is at an all-time high — from canned energy drinks to the saturation of fast food coffee chains, to coffee cup sizes surpassing 30 ounces. Americans enjoy their speed and Versanto Force 3X boasts sports car RPMs at mini-van prices.

Versanto hyper-caffeinated coffee currently comes in three flavors: High Octane Premium, Supersonic Cinnamon, and Vortex Vanilla and can be found at grocery stores nationwide where coffee is sold (suggested retail price of \$10.99 per 10-ounce bag).

"It doesn't take a rocket scientist to see the long lines at coffee shops and empty shelves of energy drinks to know what people are after," said Paul D. Goudreault, Versanto Marketing Manager. "However, it does take rocket scientists to create an all-natural hyper-caffeinated coffee with exceptional taste. And that's precisely what we've done with Versanto. Coffee snobs and caffeine heads alike love the taste of Versanto."

The secret to Versanto Force 3X Hyper-Caffeinated Coffee's great taste is in its proprietary blend of Arabica coffees and guarana extract, an all-natural caffeine additive that gives Versanto its kick without the bitter taste that is inherent in caffeine. Versanto consumers have been reaping another benefit too: efficient coffee consumption, as the standard three cups of coffee to feel "awake" is now turned into one delicious and energetic cup.



Elanco President:

Food Productivity Falling Behind Population Growth Urgent Action Required



JEFF SIMMONS

Elanco President Jeff Simmons warns that food productivity is not keeping pace with food demand now and in the immediate future. Food inflation combined with inadequate gains in productivity are clear indicators that our ability to feed a rapidly growing population is at serious risk without swift action.

During a panel discussion with senior global leaders at the recent Chicago Council on Global Affairs Symposium "Advancing Food and Nutrition Security at the G8 Summit" in Washington, Simmons urged leaders to take action

now to address the challenge of developing more efficient food production systems and pressed for policy alternatives that provide long-term, sustainable solutions to hunger, food inflation and food availability.

"Currently, nearly 1 billion people cannot afford 1,880 calories a day and almost 3 billion live on less than \$2 a day. These observations show that the time is now to make decisions that support the world's growing food needs," said Simmons. "We're already facing significant challenges to our food system. They must be addressed today."

According to the 2011 World Livestock Report issued by the UN Food and Agriculture Organization (FAO), by the end of the decade, the world will need to produce 20 percent more meat and poultry than we do today - with two-thirds of the need coming from developing countries. By 2050, demand is expected to grow by about 75 percent. Simmons used new predictions for eggs and dairy to illustrate the impact such demands could have on our food system.

EGG PRODUCTIVITY DECLINING

Challenge: Eggs are one of the most basic, affordable protein sources that people around the world depend upon. But, in recent years, production has been declining by one egg per chicken per year. If continued, this trend will require three times more hens (17.7 billion) to deliver the estimated egg needs required by families in 2050.

Solution: Adopting new and existing technologies and practices that optimize animal welfare, health, and productivity can restore productivity to necessary growth levels - helping hens produce a modest 1.5 eggs more per year. Such a change in productivity would require just 10.4 billion hens to meet egg demand in 2050 - or approximately 7 billion fewer birds.

PER CAPITA MILK AVAILABILITY IS DECLINING

Challenge: Global milk production has almost doubled in the past 50 years.

Yet, fewer people have access to milk today because popu-

lations are growing faster than production gains. In 1950, each person had access to 279g of milk per day. By 2010, milk per capita had dropped 14 percent to 239g per day.

Solutions: The adoption of existing and emerging innovation to dairy production can help accelerate milk productivity to align population and demand growth. For example, China is targeting a near doubling of per capita milk availability to 156g per person per day by the end of the decade. Without significant improvements in productivity this will require 15 million additional cows, and a doubling of the feed and water resources currently used.

"Given the right policy environment and access to appropriate technologies, I believe global agriculture can meet these productivity challenges," Simmons said. "If you take the United States for example, in the past 60 years agricultural output has increased 250 percent while inputs have remained nearly stable."

MAKING PROGRESS A PRIORITY

Simmons urged leaders to take action now and emphasized three clear priorities for overcoming barriers in inspiring progress and enabling people's access to safe, affordable food today:

1) Innovation: It is important to invest in innovative tech-

nologies that drive efficient food productivity to meet the growing needs of a rapidly expanding population. Innovation must start with consistent, science-based regulatory processes and public and private support is needed to assure that innovation has the ability to enter the market.

2) Choice: Every country, family and mother deserves the right to make their own choices about the food they feed their families and not live by the choices of others - particularly when those choices impact their children's food. Whether it's a Chinese citizen that wants to add more dairy to the diet as they grow in affluence, or the American consumer that prefers a luxury option, we must not make decisions that limit access to safe protein that meets consumers' needs.

3) Food Trade: As the demand for meat, milk and eggs grows, the challenge is recognizing the impact a global market has on developing countries. Barriers to trade impact availability, inflation, and the price of food. Leaders should consider the global impact of policies outside their borders.

The panel, "Agricultural Innovation: Getting to Scale" also included, Jack Sinclair, Walmart; Hugh Grant, Monsanto; Sam Dryden, Bill & Melinda Gates Foundation; Dyborn Chibonga, National Association of Smallholder Farmers of Malawi; and Janet Chigabata, Savanna Farmers Market Company.

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Whether it's our kiddos, kitties, pets or fitness-crazed gym rats causing our nose to go "EWWW!", being stinky can be a sticky subject. Wunderlich, Inc wants to introduce consumers to What Odor? — non-toxic multi-purpose odor eliminators that is comprised of a proprietary blend of essential oils and

water and provides a clean fresh scent.

Tested against every other odor product on the market, What Odor? doesn't mask a musky stench... it eliminates it for good! Your target audience is our target customer, a stay-at-home mom or dad juggling a million things at once and could use a little help! What Odor? gets rid of smells caused by pets, cooking, dirty diapers, garbage, cigarette smoke odor, sweat and so much more.

What Odor? isn't your typical household product. You've got to smell it to believe it! We want to demonstrate on your show how easy and safe this product really is! It is so gentle that it can be used on all surfaces and all furniture. Made from 41 essential oils, What Odor? is 100% biodegradable, which makes it pet, people, and planet friendly! The products are Non-Hazardous, Non-Flammable and Non-Corrosive making so you can use it anytime, anywhere, on anything.

What Odor? also works its magic for pet owners. One in three households in the United States is known to have pets, and the last thing you want is for your friends to come over and "smell" your furry friends. No one will even know Fido exists when What Odor? is used.

12 On the Promotional front



■ **TOP BANANA** - Chiquita Brands has made its presence official in Uptown Charlotte as the company unveiled its iconic brand symbol atop the NASCAR Plaza building.

Chiquita Adds Iconic Logo to Charlotte Skyline

Chiquita Brands has made its presence official in Uptown Charlotte as the company unveiled its iconic brand symbol atop the NASCAR Plaza building. Chiquita announced in November 2011 that it was relocating its corporate headquarters to the North Carolina city.

"Government and business leaders in Charlotte work in seamless fashion with the single minded objective to improve our community," said Fernando Aguirre, Chiquita chairman and CEO. "Chiquita's move to the Queen City is a great example. This is a differentiator that I hope we maintain and other communities can learn and re-apply. Unveiling our building signs is an important milestone in our relocation process, and we are pleased to be able to add a little blue and yellow to the Charlotte skyline."

While Chiquita's new office space is still in the process of being upfitted, the final space will provide Charlotte employees an open, bright, branded and collaborative workspace designed to represent the Company's Live Chiquita! culture. Final upfitting is scheduled to be completed by early September.

PEEPS Bunnies Help School Prevent Bullying

PEEPS Brand Candies has again teamed up with Franklin Middle School in Chantilly, VA, to celebrate the school's anti-bullying program. The campaign, "Standing Up For Our Peeps", concluded at an assembly on June 12. The event acknowledged the effort of the students (825) and staff and provided an entertaining overview of this year's project as well as a preview of next year's program.

FCPS School Social Worker Devra Gordon, MSW and co-creator of Franklin's anti-bullying project, commented "We are so pleased with the growth of our PEEPS anti-bullying program. Our students and staff have been introduced to the tools needed to build a school community where bullying is not tolerated. In a safe and very open environment, we provided our students and staff with positive behavior approaches they can utilize to prevent and intervene when they encounter a bullying situation. Our focus is to create a positive school community, in which we all 'Stand Up For Our Peeps' and in our role as educators teach everyone how to do that. Most importantly, it is working — disruptive and disrespectful behaviors dropped 50% as a result of our PEEPS program, supplementing our other existing activities."

"Our connection with the PEEPS brand started when one of our teachers came across the fabulous 'Inside We're All the Same' PEEPS



coffee mug. This statement and the PEEPS Bunny image ignited a spark between a few of us, and along with Just Born, the maker of PEEPS, we had all the ingredients needed to create a unique anti-bullying program. Just Born responded very positively and stopped by last year in their PEEPSER Chick Car to take pictures with our students and provide sweet incentive for us to "Stand Up For Our Peeps." We know Just Born has our back. After all, our

PEEPS pledge is on the back of the PEEPS t-shirts they so generously donated to our entire school!"

Cindy Glick, Corporate Affairs Manager at Just Born, commented, "Franklin Middle School is exemplary in what it is trying to accomplish and how it is going about it. When we heard about their anti-bullying effort customized for middle school students, we thought it was terrific. We are pleased to contribute to this program."

Crave Brothers Farmstead Cheese Wins Supplier Award

Crave Brothers Farmstead Cheese has been singled out for a prestigious award—an inaugural Supplier Award from Whole Foods Market. For the first time, Whole Foods Market has recognized natural and organic vendors who best embody the grocer's mission and core values. Winners were announced at the May 22 awards dinner held at the Stephen F. Austin Hotel in Austin, TX. "We really appreciate the hard work and partnership through the years. We really worked hard together. The commitment and initiative are amazing," says Cathy Strange, Whole Foods Market Global Cheese Buyer, National Procurement & Distribution.

Crave Brothers Farmstead Cheese received the Supplier Award for the Cheese category, for having the strongest alignment with the mission of Whole Foods Market. In particular, Crave Brothers is being spotlighted for its green practices, including water conservation and achieving negative carbon status. Crave Brothers Farmstead Classics are a family of award-winning artisan cheeses, produced by using 100% green power and practicing water conservation and recycling. The cheeses are made at their state-of-the-art farmstead cheese factory using milk from the Crave Brothers Dairy Farm. Through the use of bio-digesters, Crave Brothers power their farm, factory and over 300 surrounding homes.

Edmund LaMacchia, Whole Foods Market Global Vice-president of Procurement, Perishables, commented,



■ **BIG CHEESES** - Pictured at the award ceremony (left to right) are: Jodie Wische, Emmi Roth USA, Inc.; Beth Crave, Crave Brothers Farmstead Cheese; Cathy Strange, Whole Foods Market, Inc.; George Crave and Debbie Crave, Crave Brothers Farmstead Cheese.

"We launched these awards to honor partners who not only exemplify our core values, but who also demonstrate true commitment to growing with Whole Foods Market. We're always challenging our suppliers to deliver superior quality products. Their eagerness to innovate makes these suppliers true partners in defining Whole Foods Market's mission. We're proud to celebrate their accomplishments."

Chas Guldmond

Texas Pete Gets "Big Air" with Championship Snowboarder



■ **CHAS GULDMOND**, one of the world's top-ranked snowboarders.

Snowboarding will be a bit hotter during 2012. Chas Guldmond, one of the world's top-ranked snowboarders, has signed on with Texas Pete to endorse the hot sauce on slopes around the world throughout 2012.

Guldmond is enjoying a scorching 2011-2012 season: taking first place at the World Snowboard Championships in Oslo, Norway; first at the Mammoth Grand Prix; first at the Burton Canadian Open; and recording top-10 finishes at the European Winter X Games (Tignes, France), Breckenridge (Colorado) Dew Tour, and Toyota Big Air

(Sapporo, Japan). Guldmond, a native of Laconia, NH, has been snowboarding since he was 9 years old.

"We are proud to support such a skilled athlete as Chas Guldmond," said Glenn Garner, director of marketing for TW Garner Food Company, the makers of Texas Pete Hot Sauce. "Chas will be a goodwill ambassador for Texas Pete throughout the year. We'll all be rooting him on as he seeks to make 2012 his best competitive year yet."

"I am extremely excited to be paired up with Texas Pete — a really cool brand," said Guldmond. "I appreciate their support and confidence in me and look forward to promoting their hot sauce this year and beyond."

ALDI Receives National Recognition



ALDI is excited to announce that their exclusive brand, Nature's Nectar 100% Berry Burst Juice, won this year's SELF magazine Healthy Food Award under the drink category. Made from a blend of four fruit juices, the 100% Berry Burst Juice is one of 35 varieties including All Natural Lemonade and 100% Apple Juice in the Nature's Nectar brand.

"We are very excited to have one of our juices recognized nationally by SELF magazine," said Chuck Youngstrom, President, ALDI. "We work hard to ensure that our exclusive label products meet or exceed the national name brands on taste and quality, and this further proves that healthy, delicious, award-winning grocery products do not have to come with a high price tag."

The Healthy Food Award selection process begins with SELF magazine's registered dietitians who evaluate each product against strict nutrition criteria. Readers then participate in a blind taste-test and vote for their favorite products. The two products in each category with the highest number of votes take home the Healthy Food Award title.



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Two South Florida Winn-Dixie Locations



■ WINN-DIXIE'S new look Davie store #311 located at 11290 SR 84 is one of two locations in South Florida to have recently undergone multi-million dollar renovations.

Davie and Miramar Stores Sport 'All New' Look



■ DAVIE P.A.L. CHECK PRESENTATION - Winn-Dixie Stores' CEO Randall Onstead, Regional Vice-President Randy Rambo, Davie Store Director Donald Durham, P.A.L. Director Officer Timothy Albury, Davie Commissioner Susan Starkey with W-D District Manager Robin Castillo.



■ WINN-DIXIE DAVIE Store Director Donald Durham and the staff of Winn-Dixie's 'new look' Davie store prepare for their open house celebration.



■ Winn-Dixie's Davie location now offers a specialty cheese shop accompanied by a knowledgeable cheese steward that features more than 120 artisanal cheeses.

A TODAY'S GROCER Exclusive Report

Winn-Dixie Stores, Inc. is celebrating the completion of two newly-remodeled stores in South Florida. The two stores, located at 11290 State Road 84 in Davie and 17101 Miramar Parkway in Miramar have undergone multi-million dollar renovations during the past several months.

The Davie Winn-Dixie celebrated its grand opening on May 9, while the Winn-Dixie in Miramar celebrated its grand opening, May 16.

"Along with the great amenities we are introducing at our Davie and Miramar locations, we also welcome guests to check out the new attitude at Winn-Dixie," said Randy Rambo, Winn-Dixie Southern Regional Vice President. "Our fantastic team has made shopping fun again by providing our guests phenomenal service and quality products at a great value."

The Davie and Miramar stores showcase Winn-Dixie's latest design concepts and feature a warm, vibrant color palate. In addition to upgraded departments such as an enhanced produce section featuring a wide assortment of the sea-

son's freshest fruits and vegetables, each location has expanded their offerings to include made-to-order meal options. As guests enter the store they can't help but notice the expansive selection of freshly prepared, chef inspired entrees and side dishes. From a carving station with fresh fish, poultry and prime rib, to rotisserie chicken, Winn-Dixie offers a perfect combination of variety, quality and convenience for lunch on-the-go or a delicious family dinner.

Winn-Dixie's gourmet culinary offerings include a wide selection of tasty home cooked favorites. Experienced chefs direct the preparation of classic dishes, such as chicken cordon bleu, turkey meatloaf, grilled vegetables and other dinnertime staples. Shoppers also have a wide assortment of traditional Italian meal options made-to-order on the spot at our pasta and pizza bar. Winn-Dixie also offers freshly prepared salads ranging from traditional chicken, tuna and pasta salads to a compound salad bar, highlighting 12 specialty options such as spinach antipasti, curried cous cous and green apple rocky road.

OTHER NOTEWORTHY FEATURES INCLUDE:

- Wood-burning rotisserie and custom-made sandwich shop in the deli department
- Freshly-baked bread, specialty desserts, pastries and made-to-order cakes in the bakery
- Expanded seafood department with fresh sushi prepared by an experienced chef
- Wide variety of meats carved to order in the full-service meat department
- Cheese shop featuring 120 arti-



■ An expanded wine and beer section is now staffed by an experienced wine steward at the new Davie Winn-Dixie location. Here pictured is Wine Steward Rick Gilbert.



■ CHEF STEPHANIE GEORGE slices prime rib at the carving station in the new Davie Winn-Dixie location.

Receive Multi-Million Dollar Makeovers



■ WINN-DIXIE #250's new façade in Miramar, Florida complements an outdoor market, which features the best in-season produce throughout the year. The store, located at 17101 Miramar Parkway, joins the W-D Davie location as one of two stores recently receiving multi-million dollar makeovers.



■ REGIONAL VICE PRESIDENT Randy Rambo, Store Director Rafael Leon and his store team get ready for the Grand Opening Celebration at the Miramar Winn-Dixie

- sanal varieties staffed with a knowledgeable cheese steward
- BBQ bar offering seven different flavors of chicken wings, ribs, mac & cheese and mashed potatoes
- Expanded selection of domestic and imported wines and beers, staffed with an experienced wine steward
- Upgraded floral department, featuring an experienced floral arranger offering an assortment of seasonal merchandise and specialty gifts
- New café and Wi-Fi hot spots with seating area and complimentary coffee



■ Winn-Dixie Miramar Chef, Renier Reyes, slices tender prime rib, one of many chef-inspired entrees now available in the prepared foods section at Winn-Dixie.



■ WINN-DIXIE CORPORATE EXECUTIVE CHEF Kevin Smith and Miami Distributions Center Operations Manager Bob Trimmer



■ Winn-Dixie Miramar Cheese Steward, Claudia Fonalvo, assists guests in choosing the perfect artisanal cheese.



■ Winn-Dixie's talented bakery team in Miramar fills the store with sweet aromas from fresh desserts and cakes.

Davie and Miramar W-D's Sport 'All New' Look

Continued from PAGE 16

Store shoppers will also appreciate updated bakeries, a gourmet cheese counter, expanded meat and seafood departments and an upgraded pharmacy in both store locations. Another addition to both stores is an expansive bulk section, featuring an eye-catching wall of assorted candy, as well as dried fruits, nuts and other snacks. Also, each store carries a wide variety of organic items, as well as a wider variety of gluten-free products for special dietary guests.

"Winn-Dixie is at the heart of the

Broward County community, and our team members will continue the WINN-ing tradition of serving our guests and neighbors both inside and outside of the store," Rambo, told TODAY'S GROCER. "From building partnerships with schools to supporting local nonprofits, we are dedicated to actively investing in our communities."

To celebrate the grand reopening of these two stores, Winn-Dixie hosted a series of celebrations throughout May and June at both stores that included live cooking demonstrations, food tastings, live entertainment, raffles, giveaways, and more.



■ The new Miramar Winn-Dixie now showcases bi-lingual décor throughout the store.



■ EASY MEAL SOLUTIONS: Custom prepared, chef-inspired pasta and pizza made with fresh ingredients that are baked and in less than three minutes.



■ Pharmacists Nataena Ambrose and Amary Girgis provide unmatched service at the newly renovated Miramar Winn-Dixie Pharmacy.



■ The finest quality seafood and meat can be found at Winn-Dixie's Neighborhood Butcher counter.



■ WINN-DIXIE'S DAVIE STORE now offers made-to-order sushi prepared by an experienced sushi chef.



■ The Winn-Dixie in Miramar offers a wide variety of gourmet selections and freshly prepared salads to complete any meal.

ShopRite Opens 65K Supermarket in Albany, New York

ShopRite Supermarkets, Inc., which operates 30 ShopRite stores in New York and New Jersey, including recently opened locations in White Plains, Scarsdale and Niskayuna, NY, held the grand opening of its new 65,000 sq. ft. full-service ShopRite of Albany, on April 26. The new superstore is located at 709 Central Avenue. The store is owned and operated by ShopRite Supermarkets, Inc., a wholly-owned subsidiary of Wakefern Food Corp., the largest supermarket cooperative in the United States.

In addition to a broad array of groceries, fresh produce and locally sourced products, the store will have the services that ShopRite customers have come to expect including: a fresh bake shop; fresh meats; fresh seafood; salad bar; full-service floral department; and pharmacy, as well as a broad selection of ethnic and international foods and natural and organic products in every department. The store also offers a wide assortment of prepared foods including a Gourmet Coffee Bar, fresh salad, hot food and Mediterranean Olive bars and a selection of Japanese and Chinese specialties for dining in or taking out, as well as fresh-made sushi.

For the convenience of its customers, the ShopRite of Albany offers ShopRite from Home

delivery service as well as the free services of an on-site Registered Dietitian to help customers shop for healthy choices or specific diets. A unique feature of the ShopRite of Albany is a Wi-Fi lounge, where shoppers can have lunch or enjoy a cup of coffee while browsing the Internet on their personal devices.

The new store features the latest energy-saving and sustainable technologies in refrigeration and lighting, including glass doors on the dairy and freezer cases, LED and T-8 lighting and environmentally friendly refrigerant systems. ShopRite of Albany also features an on-site bio-digester to significantly minimize food waste and electric car charging stations in front of the store, which will be located in specially-marked parking spaces.

"We want to thank the Capital Region for welcoming us to Albany and we look forward to bringing the same level of customer service, variety, value and low prices to this new location on Central Avenue," said Dave Figurelli, ShopRite President and Chief Operating Officer. "We look forward to partnering with the community to become your neighborhood ShopRite."

"On behalf of the City of Albany, it is my pleasure to formally welcome the return of ShopRite



■ RIBBON CUTTING - Darrel Fina, store director, ShopRite Supermarkets, Albany County Executive, Daniel P. McCoy, Albany Mayor, Gerald D. Jennings and Tom Urtz, Vice President of Human Resources and Community Affairs for ShopRite Supermarkets, Inc., cut the ribbon to officially open the Capital Region's new 65,000 sq. ft. full-service ShopRite of Albany.

Supermarkets to our All America Capital City. Not only is this new supermarket a state-of-the-art facility, but also, it represents a full shopping experience for the customer, including home delivery, dietitian support and myr-

riad other consumer conveniences. Congratulations to all involved with bringing this project to fruition and to the ShopRite family for becoming part of ours," said Albany Mayor Gerald D. Jennings.



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Oakville Grocery

Renovations to Venerable Napa Valley Food Store Now Complete

Little Store on Route 29 Back in Business

A TODAY'S GROCER

Special Report

MERCEDES A. KISS, Reporting

Little Oakville Grocery located on Route 29 in California's Napa Valley has been a fixture in the wine country for 130 years. The teeny, tiny, little store located in Oakville, just south of St. Helena (don't blink...or you'll miss it) has attracted a worldwide reputation and is a popular stop for tourists and travelers to the region.

Once a sleepy market on a 2-lane highway, the store was 'discovered' by food & wine enthusiasts about 30 years ago and went 'up-scale'.

The store, which originally opened in 1881, had been closed since earlier this year, as it received state-mandated structural renovations bringing it up to code and California earthquake regulations.

Previous visitors to Oakville Grocery are also familiar with the equally well-known postage stamp-sized United States Post Office next door. During renovations, all services within the building seized operations, including those of the Oakville Post Office. According to Project



■ **BACK IN BUSINESS** – Oakville Grocery, a fixture in California's Napa Valley since 1881, has now re-opened following renovations that ensure many years of additional service to the community. Behind the store is a nice-sized picnic area where one can enjoy food, wine or just good conversation.



■ **ON ASSIGNMENT** – TODAY'S GROCER Correspondent Merci Kiss pictured outside the well-known little market on California Highway 29.

Construction Manager, Guy Byrne, "The store was built without a foundation. In order to preserve the original building a foundation needed to be added along with reinforcement of all of its walls." Moving the post office to another location on the property now provides a more comfortable customer flow and has also made the store ADA compliant. Updating the electrical system has made the property more energy ef-

ficient, and more room has now been created for prepared and packaged products. Two additional small buildings have been added for storage and back of house operations; and two public restrooms have been added.

Additional improvements to the store include: updated food and beverage equipment, energy saving refrigeration, and an increase in fresh food product selection. Shoppers can expect to see many more Oakville Grocery private label products from Napa and Sonoma, along with a major increase in baked goods. Oakville Grocery Company exclusive carries products from the Golden Bear State, with an emphasis on items originating in Napa and Sonoma Counties.

Along with delicious made-to-order sandwiches, gourmet cheeses and picnic items, Oakville Grocery offers a wide array of prepared foods 'to-go', or to enjoy on property (behind the store) or to be enjoyed as tourists visit other stops along the highway. On-store shelves customers will find shelves lined with specialty items including local olive oils and vinegars, unique mustards, marinades and hand-made



■ **OAKVILLE GROCERY** is a popular spot for those wanting to purchase delicious made-to-order sandwiches, gourmet cheeses and charcuterie. The store carries an extensive selection of locally-produced wines.



■ **One of a number of benefits** resulting from recent renovations at Oakville Grocery is a major increase in the selection fresh-baked goods. The store features a wide variety of assorted Bouchon Bakery goods.



■ **The homemade pies truly look amazing!**

preserves. Ten years ago a Sonoma County location opened on the historic town square in Healdsburg, north off of Hwy. 101.

This much needed restoration of

Oakville Grocery has preserved the charm and ambiance of this historic property, while also ensuring that the store is able to serve the community for many years to come.



■ **The store offers a wide selection of espresso's and teas.**

Newspapers Redefine Themselves To Boost Circulation

And New Opportunities To Reach Grocery Shoppers.

By: PAUL KASBOHM, Star Tribune



The publishing world is changing. Everyone knows this. Advertisers are keeping a close eye on the newspaper industry—and rightfully so—to make sure their messaging and offers are still landing in front of the most readers possible. You've certainly

heard the stories and seen the numbers: Daily circulation is down. Fewer people are picking up the Sunday paper. More are turning to the web for news and information, and in doing so, miss out on key inserts and circulars.

Well, I'm here to say "not so fast." My paper, The Star Tribune (based in Minneapolis-St. Paul), recently reported its fourth consecutive six-month reporting period of increased circulation. Over the past two years, our av-

erage daily circulation and Sunday circulation have both enjoyed substantial increases in readership, and have done so in the face of downward trends, nationally.

Growth like this is hard to ignore—but relatively easy to explain. The Star Tribune took a focused look at what content is important to our readers, then expanded the newsroom and packaged that content in new and modern ways. We've been on the leading edge of paid content on StarTribune.com and with our mobile apps, and have proven our readers will support this model. Additionally, to supplement our core print and online readership, we offer two non-subscriber print services packed with advertising and lifestyle content.

In the words of our Publisher and CEO, Mike Klingensmith: "These numbers are a direct reflection of how Star Tribune has transformed to meet readers' needs over the last two years. Readers can now consume Star Tribune content on more than a dozen platforms, from tablets and mobile phones to e-readers and prep sports websites. All of these platforms work together to complement—and increase demand for—our core print product, the daily newspaper."

This means we can trigger our core grocery consumers wherever they consume news and information. For example, our free Twin Cities Values publication is delivered to the homes

of non-subscribers every weekend. StribExpress, an opt-in product delivered every Sunday, contains our full Sunday ad pack inside a broadsheet jacket with exclusive Star Tribune lifestyle content. These two products work directly with our traditional Sunday morning paper to ensure your ads are seen by nearly every shopper in the area—without the wasted duplicates you would have working with a patchwork of weekly community papers. And with higher engagement than what you see in shared mail products with no content. Furthermore, we can target the "sweet spots" for our retailers based on demographics, psychographics and advertiser feedback to drive customer behavior in specific parts of our market.

Star Tribune is the largest media brand in the state; yet, this model is also proving itself in other regional markets across the country. A similar combination of content investment, along with unique and beneficial non-subscriber products, has worked in markets covered by The Miami Herald, Boston Globe, Chicago Tribune and the Fort Worth Star-Telegram, who all shared their versions of success at the Newspaper Association of America (NAA) Conference in early April.

It's not reinventing the wheel. We simply re-focused on the content our readers want, while providing them valuable advertising and

coupons they can use, in a medium they're happy to receive—and often pay for. It's a true win-win-win for our readers, our business and our retail advertising partners. And as 24 consecutive months of growth indicates, it's here to stay.

ABOUT THE AUTHOR

PAUL KASBOHM is Vice-President of Sales and is responsible for all advertising sales in retail, national and classified categories. Kasbohm joined the Star Tribune in 1997, working in Classified Recruitment sales. In 1999, he moved to the display side of the advertising business, serving in a series of management roles. His positions have included account manager, assistant sales manager, sales manager, sales director and executive director of retail and national. In all of these assignments, Kasbohm has been an innovator who finds creative ways to grow advertising revenue. He has won numerous sales awards, including Sales Manager of the Year in 2003 and he was named one of PHESSIME's "Twenty Under Forty" honorees for 2008. Kasbohm has a bachelor's degree in applied economics with a marketing emphasis from the University of Minnesota and has completed a Master's degree at the University of St. Thomas.

Save-A-Lot Opens Store in Atlantic City

A TODAY'S GROCER Exclusive Report

Save-A-Lot, a wholly-owned subsidiary of SUPERVALU, opened its first store in Atlantic City, N.J., on May 17, becoming the first full-service grocery store within a 21 mile radius of the city.

A grand opening ceremony for the store, located at 1501 Atlantic Ave., was held the previous day and attended by Atlantic City Mayor Lorenzo T. Langford and other local officials, including Executive Director John Palmieri from the Casino Reinvestment Development Authority (CRDA), who helped make the opening of the Save-A-Lot store possible. At the event, Save-A-Lot made a \$1,000 donation to the St. James AME Church Food Pantry.

"Save-A-Lot is committed to offering fresh produce, dairy and USDA-inspected meat, as well as other essential grocery and household items to shoppers at an affordable price - typically up to 40 percent less than traditional grocery stores," says Bob Sheehy, Save-A-Lot regional director. "We look forward to welcoming shoppers to our Atlantic City store."

Each Save-A-Lot store carries a carefully selected assortment of 1,200 to 1,500 of the most popular, in-demand everyday grocery essentials, including farm-fresh fruits and vegetables, USDA-inspected meats, dairy products, bakery goods, shelf-ready and frozen foods, household goods, pet food, baby, and health and beauty care products. Save-A-Lot stores, which average about 15,000 square feet, feature a wide range of high-quality brands, including Save-A-Lot Today, Coburn Farms and TiptonGrove, produced exclusively for Save-A-Lot by many of the country's leading food manufacturers.



■ SAVE-A-LOT, a wholly-owned subsidiary of SUPERVALU, opened its first store in Atlantic City, N.J., on May 17, becoming the first full-service grocery store within a 21 mile radius of the city.



■ Atlantic City Deputy Chief of Police Henry White, Atlantic City Mayor Lorenzo T. Langford and a pastor of the local AME Church.



■ Atlantic City Chief of Police Ernest Jubilee and John Palmieri, Casino Reinvestment Development Authority.



"I am elated over the opening of Save-A-Lot, and welcome the opportunity for residents to be able to conveniently shop for groceries. Furthermore, I applaud Save-A-Lot's commitment to the Atlantic City community and wish them the very best," said Mayor Langford.

"The addition of Save-A-Lot to Atlantic City is a win across the board," said the CRDA's Palmieri. "First and foremost, it gives the residents of Atlantic City access to affordable, healthy foods. As the property owners, we're thrilled to see the land being used to benefit the entire Atlantic City com-



munity. We certainly appreciate the investment the company is making in Atlantic City and join with the City in wishing them great success here."

The Atlantic City store is the eleventh Save-A-Lot store in New Jersey. The company employs approximately 240 associates in the Garden State.



■ Save-A-Lot employees enjoying the store preview reception.



■ SAVE-A-LOT is committed to offering fresh produce, dairy and USDA-inspected meat, as well as other essential grocery and household items to shoppers at an affordable price - typically up to 40 percent less than traditional grocery stores. The new store is located in an area which has gone without a full size supermarket for a number of years.

Survey of U.S. Moms Reveals -

Confusion and Questions Surround Popular Food Topics and Trends

CommonGround, a volunteer group of farm women dedicated to creating conversations around farming and food, wants to help provide moms with facts around some of the biggest food myths that exist in America. Recently, CommonGround commissioned the Gate-to-Plate Survey to gain insights into how U.S. moms feel and think about their food and the food choices they make for their families. More than 70 percent of moms surveyed admitted to having questions or concerns about how their food is grown or raised - a number that CommonGround volunteers hope to decrease through independent third-party data, firsthand experience and honest conversations.

"As our population continues to shift from rural to urban communities, people become more disconnected from their food," said CommonGround volunteer Carrie Divine, a beef cattle and row-crop farmer from Morganfield, KY. "This type of divide can often lead to confusion about food and today's farming practices. We're here to answer questions, supply facts on current food top-

ics and - most importantly - provide moms with useful information so they can worry less and feel more confident about their food choices."

GUILT AND CONFUSION

The results of the survey underscore Divine's observations. According to the survey, confusion (and guilt) surrounds organic food, with some moms willing to pay more for organic foods even though they are unsure of what they are buying. More than 60 percent of moms overall - and nearly 80 percent of moms ages 18 to 24 - said they would buy organic meat, produce and dairy products if they could afford it, but fewer than one out of 10 moms could accurately identify what qualifies food to be labeled organic.

Additionally, nearly half of all moms surveyed mistakenly believe that organic foods have a greater nutritional value than similar nonorganic items. And not being able to afford organic meat, dairy and produce was the No. 1 source of food guilt among moms - edging out overall food affordability.

"We want moms to know that nonorganic foods have the same taste and nutritional value as their organic counterparts," said Divine. "All foods - whether organic or nonorganic - must meet certain health and safety regulations before being sold to consumers. Organic food is only different in how it is grown, handled and processed."

BUYING LOCAL

Buying local proved to be another hot food trend, with more than 90 percent of moms responding that buying local is "somewhat" or "very" important when making food choices. Additionally, nearly three out of four moms surveyed (74 percent) believe that buying local is better for the environment.

"Buying from local farms is a great way to support area farmers, but it's important for moms to also recognize that only 20 percent of U.S. farmland is located near metropolitan areas," said CommonGround volunteer farmer Kristin Reese. "Sometimes it takes more energy to grow and harvest local food than it does to grow it far away

and have it shipped, and it takes a variety of different food sources to supply food to our cities."

MYTHS ABOUT FOOD COSTS

Additional survey findings found that moms vastly underestimate the number of family-owned farms (98 percent of U.S. farms are family-owned) and overestimate what a typical family spends on food annually (American consumers spend only 10 percent of their income on food). These, along with the other findings and information, are the types of food topics and information CommonGround volunteers want to engage American moms in to provide factual information.

"U.S. farmers work incredibly hard to ensure that we can produce food that is safe, affordable, accessible and nutritious," said Reese. "We apply that same work ethic to this initiative. With so many food options available, we want moms to feel good about their food choices and to know that we share many of the same values and priorities when it comes to feeding our own families."



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22 Strictly Natural



New Baking Mix Line and Cookies from Dancing Deer

Dancing Deer Baking Company has introduced two new cookie offerings and six delicious, all-natural, make-it-yourself Gourmet Baking Mixes.

Now available and packaged just for in-store bakery sections at grocery, natural food and specialty stores are Dancing Deer's new Decorated Sugar Cookies. Hand cut and iced with bright natural colors just like Mom used to make, these all-natural, baked from scratch cookie cut-outs come in three varieties - Pumpkin Patch Cookies, Winter Mitten Cookies and Christmas Tree Cookies. They're sure to bring smiles this Fall and Holiday season!

Dancing Deer also has delicious and new crunchy cookies this year in two classic holiday flavors, Mocha Marble Crunchy Cookies and Snickerdoodle Crunchy Cookies. These whimsically decorated red and green boxes are chock full of delightfully flavored, all natural cookies that would make a perfect addition to hostess gifts and holiday gift baskets, and are sure to enhance retail displays this holiday season.

And that's not all! Dancing Deer is introducing a full line of Gourmet Baking Mixes too. Each yummy Bakery Mix recipe, from Classic Sugar Cookie to Vanilla Cupcake and more, has been carefully crafted to showcase these 'better than homemade' tasting treats that everyone is sure to enjoy.



Nature's Hand Introduces GoNola

For Granola Lovers On-The-Go!

Nature's Hand, a leading-producer of granola, has introduced GoNola, a great-tasting, single-serve pouch of granola that's a convenient and healthy solution for your family's snacking needs. This "freaky good granola" that's now available in two flavors — Maple Pecan Madness and Wild Blueberry Wave — was recently proclaimed a "hit" by Supermarket Guru Phil Lempert.



Unlike most candy bars, potato chips and energy bars that are loaded with preservatives, sugar, sodium or trans fats, GoNola is a tasty and satisfying snack that's higher in nutritional value and lower in calories, fat and sugar. GoNola is made from all-natural ingredients, including 100% whole grain oats that are toasted to perfection and blended with wheat, nuts, seeds and honey.

"Healthy snacking choices are still pretty limited today," says Kevin Hannan, President of Nature's American Co. "Consumers are seeking great-tasting, convenient, healthy snack options that suit their busy lifestyles. This product fills that void."

GoNola will be available for the suggested retail price of \$0.99 for a 1.1-ounce serving. GoNola makes a great snack any time of day, pairs well with coffee or tea and makes a wonderful topping for yogurt and ice cream.

Kettle-Style

Olive Oil Potato Chips Get A Packaging Facelift

As sales of Good Health Natural Products Olive Oil Potato Chips continue to grow by 30-40 percent annually, the brand is now shipping in newly designed packages for two flavors: Sea Salt & Vinegar and Garden Tomato & Basil.



Introduced in 2008 to offer chips made with healthier oils, Olive Oil Potato Chips packaging features new graphics and photography that convey the lighter taste of the kettle cooked chips for shoppers making healthier snack choices. Four other flavors will eventually get the newly designed bags: sea salt, rosemary, garlic, and cracked pepper & sea salt.

Nationally distributed, Olive Oil Potato Chips are packaged in 1.5-oz and 5-oz sizes.

"We're continually looking for new ways to make tasty snacks healthier," says Good Health Natural Products CEO Mark Gillis. "Our Olive Oil Potato Chips have been well accepted in the natural food channel and our goal is to take them into the mainstream with an affordable price point."

Olive Oil Potato Chips retail from \$2.99 to \$3.49 for a 5-oz bag and \$.99 to \$1.29 for a 1.5-oz bag.

Smart Snacks on the Shelf

Introduces Bitsy's Brainfood

Move aside sugary cookies and salty crackers — there is a new smart snack on the shelf. Introducing Bitsy's Brainfood, a tasty, nutritious on the go snack that nurture kids' bodies, minds and imaginations. Bitsy's Brainfood celebrates healthy foods for kids and inspires snack time learning. With letter shaped snacks, interactive packaging, cool stickers and characters that spark imagination, Bitsy's Brainfood makes learning fun and encourages children to crave the right foods.

Each box of Bitsy's Brainfood is packed with nutrients that support developing bodies and brains. Available in 4 delicious flavors including Zucchini Gingerbread Carrot, Sweet Potato Oatmeal Raisin, Orange Chocolate Beet and Lemon Broccoli, these are snacks that parents can feel good about feeding their children — and kids love them too!



- Bitsy's brainfood key features include:
- Made with organic ingredients and all natural fruits and veggies
 - Excellent source of iron, calcium, vitamins A, B 12, D 3 and Folic Acid
 - Peanut free
 - Made with Omega 3 DHA
 - No preservatives, trans fats, artificial colors or flavors
- Bitsy's Brainfood is available for \$2.79

Veggie Stix: Better Than Ever

Veggie Stix vegetable snacks use new process to introduce real nutritional value into snack foods, helping improve nutrition, preserve flavor at the same time.

As a recent university study sees it, American children are eating too many of the wrong things, chock-full of junk calories.

The solution? Take the junk away. Good Health Natural Products recently began shipping a new line of Veggie Stix vegetable snacks to retailers. The reformulated Veggie Stix has up to 25 percent of the recommended daily allowance of key vitamins like Vitamin A, B6, D and E.

Through a proprietary process, the company

takes a mix of spinach, broccoli, carrots, beets, shiitake mushrooms and tomatoes, turns them into a concentrate and adds them to the original Veggie Stix, in a newly opened, state-of-the-art factory in Pittston, PA.

It's the whole food vegetable concentrates in Veggie Stix that make all the difference, says Steve Kinsley, who is a registered dietician.

The concentrates retain the nutrients and the flavors of the vegetables during the cooking process so you get significant proportions of multiple vitamins in one serving of Veggie Stix. It's a much healthier treat than conventional snack foods.

Mark Gillis, president and CEO of Good Health Natural Products, says the snack marks a departure and a revolution for the snack-food industry.

Gillis notes that many individuals and families have rightfully sought out natural and organic products, out of concern for their health and well-being. Many have mistakenly believed that these kinds of foods have superior nutritive values.

Organic and naturally produced fresh foods are indeed better for you, says Gillis. But until now, manufacturers of processed packaged foods have only been able to make their products less bad by making them with less fat, less sodium or by eliminating trans-fats.



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Phase I Now Complete

Renovations to El Bodegon #3 Well Underway

Expansion to Transform Margate Supermarket

A TODAY'S GROCER
Exclusive Report

El Bodegon #3 Supermarket in Margate, FL recently celebrated a major milestone in its current expansion and renovations, now underway. Late in June, the store located in Carolina Springs Plaza at 8022 W. Sample Rd. celebrated the completion of construction Phase I.

The 32,000 sq. ft. supermarket is currently being expanded to 39,000 sq. ft. The produce and meat departments have been expanded, the bakery department is being expanded, and new restrooms have already

been installed. All new state-of-the-art operating systems have been installed at the front-end. The six checkout counters, along with the Customer Service Counter feature a total of seven POS HP 7000 computer terminals, NCR 7874 scanners and NCR 7167 printers, supplied by Doral-based Tecnica Business Systems, making the store as technologically advanced as any chain counterpart. The meat department also features Digi digital meat scales and meat wrappers, also provided by Tecnica. Yet to be completed are renovations and expansion of the store's cafeteria dining area. Construction on the total renovation of the store is expected to be completed by September.

El Bodegon #3 is owned and operated by Jaime Rincon, Patricia Valencia-Rincon and their two sons Federico and Nicolas. Rincon Family members have been prominent



■ The expansion of El Bodegon #3, 8022 W. Sample Rd., in Margate, FL is well underway following the recent celebration of the completion of construction Phase I.



■ OWNER/OPERATORS Jaime and Patricia Valencia-Rincon with sons Nicolas (left) and Federico (right).



■ FRONT END CHECKOUT on Opening Day thanks to modern technology at the six checkout counters and also the Customer Service Counter supplied by Doral-based Tecnica Business Systems. Tecnica Project Manager Carlos Sanchez (right) extends congratulations to store owner, Jaime Rincon (left).



■ EL BODEGON #3 owner Jaime Rincon (second, left) receives congratulations from primary suppliers Marc Goodman, Southeast Frozen Foods; Tony Palacios and Robert Fundora, Southeast Wholesale Foods.

store operators in the South Florida area for a number of years. Jaime along with brothers Guillermo Rincon and Carlos Mario Rincon, nephew Juan David Rincon, sister Gloria Patricia Rincon and partner Carlos Ortiz own and operate four El Bodegon locations in the north Broward and south Palm Beach Counties area.

El Bodegon #1 is located at 4704 Forest Hill Boulevard in West Palm Beach, El Bodegon #2 is located 6128 South Congress Avenue in Lantana, and El Bodegon #4 is located at 4481 Lake Worth Road in

Lake Worth.

El Bodegon #3 is the anchor store of Carolina Springs Plaza. Other businesses in the shopping center include Coral Springs Eye Institute, Cargo Zone, Bladez Haircut, Amer-

ican Dive Center, Home Health, C-Walk-In Medical Center, Jazzercise, and E-Z Dry Cleaners. The store is open Monday-Sunday from 8:00 am - 9:00 pm, 364 days a year, closing only on New Year's Day.



■ EXPANSIVE BULK PRODUCTS DISPLAY AREA.



■ View looking down one of the aisles toward the Meat Department in the rear of the store.



■ The Wine department features a wide selection of both domestic and imported wines.



■ Large chilled beer case.



■ The newly-expanded store now features an even wider selection of fresh fruits and vegetables.



■ FRONT-END CHECKOUT AREA.

Florida Chapter



■ NATIONAL SUPERMARKET ASSOCIATION 2012 South Florida Scholarship Recipients and their families pictured along with Miss Carnival Miami – 2012 Melissa Ramirez (far right).

National Supermarket Association Awards College Scholarships

During Presentation Ceremony in Miami

The National Supermarket Association (NSA) – Florida Chapter, a trade association representing the interests of independent supermarket owners, is helping to make the future a little brighter for 2012 high school graduates. NSA-Florida Chapter recently presented 33 graduating South Florida high school students each with \$1,000 scholarships. The students come from the Miami-Dade, Broward, and Palm Beach counties area. Money used to make possible these scholarships were raised during a special NSA-sponsored golf tournament held, April 4 at Weston Hills Country Club in Weston. Scholarships were presented to the deserving students at a special dinner ceremony sponsored in conjunction with Cibao Meat Products held Wednesday, June 13, at the Doubletree Hotel & Expo Center.

Students scholarship recipients include: Alexa Hernandez (University of Alabama); Analise Thomas (Florida International University); Brian Rivera (Florida International University); Carlos Hernandez (Florida International University); Chana Camacho (University of Florida); Chu Yan Chen (Purdue University); Daniela Cano (Broward College); Darren Menendez (Miami-Dade Honors College); David Canfield (New College of Florida); Diana Mendoza (Miami-Dade College); Gabriela Gerinska (University of California); Gabrielle Taveras (University of Central Florida); Girl Saint-Hilaire (Stetson University); Hiranya Mir (Embry Riddle); Hope Wilcox (Syracuse University); Jacqueline Alvarez (Broward College); Jankaia Brooks (Bethune Cookman University); Jazmin Felix (Howard University); Jessica Diaz (University of Flori-



■ FLORIDA STATE SEN. Rene Garcia addresses the students.



■ FLORIDA STATE REP. Hazel Rogers.



■ NATIONAL SUPERMARKET ASSN. – FLORIDA CHAPTER Officers and Board Members (left to right): Raifiz Vargas-Bravo, Tony Diaz-Price Choice, Vladimir Baez-Bravo, Carlos Hernandez-National Supermarket #2, NSA President David Corona, Luis Diaz, Jr., Francis Rodriguez-Bay Supermarket, and Nelson Eusebio (Executive Board Member and Past President).



■ Manny Garcia PanAmerican Food Brokers; Carlos Hernandez, National Supermarket #2 (Hialeah, FL); Gregg Young, Associated Grocers of Florida and Pedro Penton, Tecnica/TODAY'S GROCER.

da), Jessica Garcia (Brown University), Rey Jorge (Nova Southeastern University), Kayana Broomfield (Southern Adventist University), Kimberly Mitchell (Florida International University), Lisa Rodon (Wellesley College), Lissette Perez (Broward College).

Supporting Vendors for this year's scholarship program included: All Florida Paper, Associated Grocers of Florida, Inc. Anheuser-Busch, Badia Spices, Coca-Cola, Flowers Baking, Gold Coast Beverages, Hispanic Marketing, IGA, Inca-Kola, Island Dairy, Krasdale, Oak Waste Management, PanAmerican

Food Brokers, Pepsi-Cola/Frito-Lay, Quirch Foods, Sun City Produce, Sherwood Food Dist, and Tecnica.

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

Founded in 1989 by Hispanic entrepreneurs, the association has grown dramatically in the last 23 years. It currently provides its members hands-on representation in both the private and public sectors and advocates issues that impact the entire supermarket industry. It also provides outreach services to corporations that want to re-invest in the ever-growing Hispanic market. Its current membership represents over 400 supermarkets. Each member must own at least 1 supermarket; some members have up to 30 stores. The majority of the members are of Hispanic descent and their stores are predominantly located in minority neighborhoods. The association's major annual events are a dinner and two golf tournaments (New York and South Florida) benefiting the NSA Scholarship Fund, a Trade Show, and an Annual Banquet.



■ NSA Florida Chapter Office Manager, Damaris Mateo was recognized by NSA officers for her hard work and dedicated service to the organization.



■ NSA OFFICERS Luis Diaz, Jr. (left) and Raifiz Vargas (right) pictured with Jose Delgado, Island Dairy and Miguel Ruiz, Joe's Market.



■ NSA – Florida Chapter Vice President Luis Diaz, Jr., Neighbor's IGA – City of Sunrise (second, right) pictured with Hector Venegas, Peter Chao and Willie Prince, Flowers Baking.



■ NSA Officers Carlos Hernandez, Tony Diaz, Vladimir Baez and Francis Rodriguez pictured with Marvyn Sakdana, Badia Spices (third, left) and Carlos Ochoa, Ochoa Distributors (far right).



■ NSA-Florida Chapter Officers and Board Members pictured with Charlie Smith, Oak Equities Waste & Recycling (third, right).

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26 Dairy & Deli



Holland's Family Cheese Introduces Marieke Golden

Holland's Family Cheese has introduced Marieke Golden, a new, semi-soft cheese celebrating the Penterman family's Dutch heritage while capturing the distinct character of Wisconsin's terroir.

Crafted from rBGH-free cow's milk and vegetable rennet and carefully cured on Dutch pine planks in the aging cellars, Marieke Golden develops a creamy mouthfeel rich in nuttiness with hints of sweet fruit. This raw milk beauty has a freshness that is unrivaled; using milk piped straight into the processing vat after the first milking of the day where it is made into cheese within mere hours. Its soft, buttery texture and pleasantly sweet aroma result in a new American classic.

Marieke Golden is a natural on a cheese board or serves well as a cooking cheese. It is perfect for melting on omelets, quiches or atop egg sandwiches. It can be served with cured meats, olives, dried apricots and spiced nuts and pair it with a brown ale or buttery Chardonnay.

Turning Delis into Destinations:

Tyson Deli Market Products Help Drive Incremental Deli Purchases



The Deli division of Tyson Foods, Inc., has introduced Tyson Deli Market products, a new line of grab-and-go meals that consist of 16 different varieties, including wings, meatballs, chicken fillets and pasta entrées, for ultimate consumer convenience. Over the past decade, changes in the food market have been about replacing meals prepared in the home¹. Today's busy consumers have made the cold grab-and-

go deli section the most shopped area of the deli².

"Tyson Deli Market™ products are designed to appeal to the entire deli landscape and provide deli professionals with proven innovation to turn delis into destinations," said Mary Stiles, senior product manager, Tyson Foods. "The new entrées help differentiate the deli with prepared foods that deliver both convenience and quality."

Consumers demand convenience and research indicates the need for pre-packaged meals – not packaged foods³ – and Tyson Deli Market products fulfill this need. With fully cooked, ready-to-heat meal options, deli professionals are able to simplify their prepared foods needs and offer customers what research shows they are already seeking: a convenient pre-packaged meal with restaurant-quality taste. Tyson Deli Market Products come frozen for placement in the cold case. The products have a 10-day shelf life and are available in small case packs to reduce shrink. Tyson Deli Market products are also Snap Card eligible.

1 Harry Balzar, The NPD Group, Inc., "Twenty-Fourth Annual Report on Eating Patterns in America," February 2010
2 NPD Deli Track 2011
3 Harry Balzar, The NPD Group, Inc., "Twenty-Fourth Annual Report on Eating Patterns in America," February 2010



Crystal Farms Cheese Announces Stand-up Packaging

Crystal Farms, has new stand-up packaging for its 8-ounce shredded cheese line. The new pouch uses 20 percent less packaging but still contains the same two cups of cheese. Crystal Farms' packaging technology produces the right size bag for the amount of cheese inside.

"Our new stand-up design allows consumers to set the bag upright when cooking, and saves space in the refrigerator," said Hollie Schroeder, Marketing Manager for Crystal Farms Cheese. "I believe this is the biggest innovation in shredded cheese packaging since the zipper closure."

Schroeder added that research proved consumers like greater convenience with a bag that can sit upright while cooking. The stand-up pouch is more functional, easier to pour and features a new premium twin track zipper for better closing and improved freshness. Not only does Crystal Farms' new bag serve consumers need for greater convenience, the environmentally friendly design delivers the same two cups of cheese while using 20 percent less packaging.

In addition to the consumer benefits, the package facing has been reduced by 30 percent, allowing more items to fit on the retailer shelf. Further, the smaller packaging provides greater efficiency during transportation, saving significant fuel and shipping costs. Ultimately, this reduces the environmental footprint as Crystal Farms Cheese brings its stand-up bag to market.

Just Bare Introduces All Natural, Antibiotic-Free Chicken

Just Bare chicken, a nationally distributed brand of premium, natural, antibiotic-free products, announced the expansion of its line to the deli and frozen retail categories. Featuring attributes like "no animal by-products," a commitment to carbon reduction, and third-party animal humane certification under the American Humane Certified Farm Program, Just BARE appeals to consumers who want simply raised chicken products. Frozen and deli products are often less healthy with added solutions, salt, phosphates and binding agents; Just BARE gives health-conscious consumers appealing options in the frozen and deli sections of their favorite retailers. The frozen products are all natural with nothing added, and the two new deli options offer all natural ingredients with no added phosphates.

With chickens raised on independent family farms in Minnesota and Wisconsin, the Just Bare brand is distributed by family-owned GNP Company, the Midwest's largest chicken producer.

The frozen products are packaged in attractive cartons with full-color photography, making for flexible, stackable and eye-catching merchandising possibilities anywhere frozen products are sold in the store. Like Just Bare fresh products, the frozen products are also fixed-weight scannable, making it easy to run in-store promotions. Inside the cartons, individual, vacuum-packed servings help protect against freezer burn and make storing and thawing easier for consumers. Now available to ship nationwide, suggested retail prices (SRPs) range from \$7.99 to \$16.99.

NEW FROZEN OFFERINGS INCLUDE:

- All natural, hand-trimmed boneless, skinless chicken breast



fillets in 4-fillet and 8-fillet options

- All natural, hand-trimmed boneless, skinless chicken thighs in a 4-piece package
- All natural, lean 90/10 ground chicken, with 2-chub packages For the deli, Just Bare now offers two popular options, marinated with eight percent solution (versus the typical 12 percent), which equates to a modest sodium level of 150 milligrams per serving. Plus, the marinade is phosphate-free and made only of all natural ingredients including sea salt and chicken broth. SRPs range from \$7.99 to \$8.99.

NEW DELI OFFERINGS INCLUDE:

- Whole rotisserie chicken, provided with a branded sleeve for use with deli-supplied dome packaging.
- Eight-piece cut-up chicken, with branded cartons with appetizing photos of baked and grilled servings, brand attributes and the American Humane Certified logo.

Sold nationally, Just Bare deli products are being supported with in-store marketing efforts such as posters, easels, and clings.



Olympus Greek Strained Yogurt

An Authentic Taste of Greek Tradition

Greek yogurt has become a staple on cooler shelves across America, but now for the first time, consumers can have authentic Greek yogurt, that is actually from Greece. Olympus Dairy International, the largest organic dairy manufacturer in Greece and one of only five companies world wide that produce Grade A all-natural yogurt, is importing their authentic strained Greek yogurt to the US.

Greek yogurt, a \$1.58 billion business, continues to grow in popularity with American consumers. It contains a high amount of protein, is available in 0% and low fat options, and many people who have lactose sensitivities find Greek yogurt easier to digest, as it is naturally lower in lactose.

Olympus Dairy offers all-natural, non-GMO and Kosher dairy products that contain live cultures including *L. Bulgaricus* and *S. Thermophilus*. The current line of Olympus Greek Strained Yogurt includes: Authentic Greek Strained Yogurt with 10% fat; Authentic Greek Strained Yogurt with 2% fat; Authentic Greek Strained Yogurt with 0% fat; Authentic Greek Strained Yogurt with 1% fat and Blueberry; Authentic Greek Strained Yogurt with 1% fat and Vanilla; Authentic Greek Strained Yogurt with 1% fat and Cherry; Authentic Greek Strained Yogurt with 1% fat and Peach; Authentic Greek Strained Yogurt with 1% fat and Strawberry; Authentic Greek Strained Yogurt with 1% fat and Lemon and Authentic Greek Strained Yogurt with 0% fat and with Greek Honey.

Survey of U.S. Moms Reveals -

Confusion and Questions Surround Popular Food Topics and Trends

CommonGround, a volunteer group of farm women dedicated to creating conversations around farming and food, wants to help provide moms with facts around some of the biggest food myths that exist in America. Recently, CommonGround commissioned the Gate-to-Plate Survey to gain insights into how U.S. moms feel and think about their food and the food choices they make for their families. More than 70 percent of moms surveyed admitted to having questions or concerns about how their food is grown or raised - a number that CommonGround volunteers hope to decrease through independent third-party data, firsthand experience and honest conversations.

"As our population continues to shift from rural to urban communities, people become more disconnected from their food," said CommonGround volunteer Carrie Divine, a beef cattle and row-crop farmer from Morganfield, KY. "This type of divide can often lead to confusion about food and today's farming practices. We're here to answer questions, supply facts on current food topics and - most importantly - provide moms with useful information so they can worry less and feel more confident about their food choices."

GUILT AND CONFUSION

The results of the survey underscore Divine's observations. According to the survey, confusion (and guilt) surrounds organic food, with some moms willing to pay more for organic foods even though they are unsure of what they are buying. More than 60 percent of moms overall - and nearly 80 percent of moms ages 18 to 24 - said they would buy organic meat, produce and dairy products if they could afford it, but fewer than one out of 10 moms could accurately identify what qualifies food to be labeled organic.

Additionally, nearly half of all moms surveyed mistakenly believe that organic foods have a greater nutritional value than similar non-organic items. And not being able to afford organic meat, dairy and produce was the No. 1 source of food guilt among moms - edging out overall food affordability.

"We want moms to know that nonorganic foods have the same taste and nutritional value as their organic counterparts," said Divine. "All foods - whether organic or nonorganic - must meet certain health and safety regulations before being sold to consumers. Organic food is only different in how it is grown, handled and processed."

BUYING LOCAL

Buying local proved to be another hot food trend, with more than 90 percent of moms responding that buying local is "somewhat" or "very" important when making food choices. Additionally, nearly three out of four moms surveyed (74 percent) believe that buying local is better for the environment.

"Buying from local farms is a great way to support area farmers, but it's important for moms to also recognize that only 20 percent of U.S. farmland is located near metropolitan areas," said CommonGround volunteer farmer Kristin Reese. "Sometimes it takes more energy to grow and harvest local food than it does to grow it far away and have it shipped, and it takes a variety of different food sources to supply food to our cities."

MYTHS ABOUT FOOD COSTS

Additional survey findings found that moms vastly underestimate the number of family-owned farms (98 percent of U.S. farms are family-owned) and overestimate what a typical family spends on food

annually (American consumers spend only 10 percent of their income on food). These, along with the other findings and information, are the types of food topics and information CommonGround volunteers want to engage Amer-

ican moms in to provide factual information.

"U.S. farmers work incredibly hard to ensure that we can produce food that is safe, affordable, accessible and nutritious," said Reese. "We apply that same work

ethic to this initiative. With so many food options available, we want moms to feel good about their food choices and to know that we share many of the same values and priorities when it comes to feeding our own families."



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.



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- Both White Rice and Whole Grain Rice are non-allergenic foods and are ideal for the gluten-free diet.
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- El Arroz Integral Mahatma es 100% de grano entero.
- Mahatma Jasmine Rice is a high-quality, long grain exotic jasmine, naturally-scented rice imported from Thailand.
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- Mahatma Jasmine Rice carries the authentic seal of Thai Hom Mali Rice which guarantees the authenticity of the rice.
- El Arroz Jazmín Mahatma lleva el sello auténtico de arroz Tailandés Hom Mali, que garantiza la autenticidad del arroz.
- 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.
- 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.
- Mahatma flavored rice mixes offer the perfect mealtime side-dish for many occasions. From the Louisiana traditional Monday, red beans and rice meal, or a Caribbean favorite Paella with Saffron Yellow rice mix, to the holiday favorite long-grain and wild rice, or any of our other five flavors, consumers find that Mahatma rice mixes are the perfect compliment to any meal.
- Las mezclas de arroz Mahatma hacen los acompañantes perfectos para cualquier ocasión. Desde el tradicional sabor de Luisiana con su arroz y frijoles rojos, o el favorito caribeño de Paella con la mezcla de arroz y Zafrán, hasta los favoritos de las fiestas el arroz de grano largo y arroz Silvestre, o cualquiera de nuestras otras cinco variedades, los clientes hayan que el arroz Mahatma es el complemento perfecto para cualquier comida.

RIVIANA FOODS INC., Houston, Texas

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New ShopRite Joins Revitalization of Perring Crossing Shopping Center

A TODAY'S GROCER
Exclusive Report

ShopRite is celebrating the grand opening of ShopRite of Perring Crossing, located at 2401 Cleanleigh Drive in Parkville, MD which opened, June 1.

The store held a preview lunch and dignitary ribbon-cutting ceremony on Thursday, May 31st. Joining the Klein Family, who own and operate this location, were local politicians, elected officials and leaders of the religious community. On-hand for the opening were Councilman David Marks, delegates Joseph Boteler III and Eric Bromwell, and Jeffrey and Sandy Brown, Uplift Solutions in addition to family members from Klein's Family Markets. The Klein family operates seven other ShopRite stores in the Harford and Baltimore Counties of Maryland.

The new ShopRite of Perring Crossing offers the local community a broad selection of products and services at ShopRite's traditional low prices. The 56,000 sq. ft. supermarket along with a wide array of groceries and fresh produce, meat and seafood, a fresh bake shop, natural, organic and gluten-free products and a full-service pharmacy. The new ShopRite also features a selection of ethnic foods, including produce, meat and grocery items from around the world. The store also offers the convenience of freshly prepared foods for quick and easy meals, including: hot entrees and side dishes, hearty soups, rotisserie and fried chicken and many ready-to-heat items.

The ShopRite of Perring Crossing brings 250 new jobs to the local community and is an integral part of the improvements being made to the entire shopping center located on Perring Parkway.

"We are very excited to expand our service further into the state of Maryland with the opening of a ShopRite in the Parkville/Loch Raven community. We are committed to bringing ShopRite's unique services and traditional low prices to this new location and look forward to having a positive impact on the community," states Marshall Klein, Chief Operations Officer of Klein's Family Markets.

The Klein family opened its first grocery store in Fallston, Maryland in 1925. Some 50-plus years later, brothers Andrew, Michael and Howard own and operate seven ShopRite supermarkets throughout Maryland. A fourth generation of the Klein family—Marshall, Sarah, and Stephen are also actively engaged in the family business.



■ **THE KLEIN FAMILY**, owners and operators of seven other ShopRite stores in the Harford and Baltimore Counties of Maryland, opened its eighth store, June 1, in Parkville. The 56,000 sq. ft. showplace is located at 2401 Cleanleigh Drive and is part of the revitalization of Perring Crossing Shopping Center.



■ **SHOPRITE OF PERRING CROSSING** offers shoppers an extensive selection of traditional and organic product items.



■ The **WALL OF VALUES** as viewed from the produce department.



■ A view of the upright freezer cases.



■ The extensive **FRESH DAIRY** department.



■ **MARYLAND CITATION** - Larry Simmons, Special Assistant to County Executive, Councilman David Marks, Andy Klein, Marshall Klein, Senator Kathy Klausmeier, Howard Klein, Michael Klein. The Klein Family opened its first grocery store in Fallston, MD in 1925.



■ **RIBBON CUTTING** (left to right): Jayne Klein Marshall Klein, Andy Klein, Claudia Klein, Michael Klein, Susan Klein, Steven Klein, Howard Klein, David Klein, Sarah Klein. Seated: Shirley and Ralph Klein.



■ Shoppers are sure to satisfy their taste cravings in the **DELI MARKET**.



■ The **BAKERY SHOPPE** features freshly-baked goods "Fresh from the Oven".



■ Fresh cut seafood is available from the **CAPTAIN'S TABLE**.



El secreto para sorprender a los tuyos

Sabemos lo importante que es para ti impresionar a tu familia e invitados; aquí te revelamos el secreto de este rico Lomo de Res: el fantástico Adobo GOYA!

Sabroso Lomo de Res

Rinde 4 porciones | Tiempo de preparación: 5 min. | Tiempo total: 20 min.

Ingredientes

4 filetes de solomillo, 6 oz cada uno, alrededor de 1-1/2" de grosor
 Adobo GOYA® con Pimienta, al gusto
 2 cdas. de mantequilla
 1 cda. Aceite de Oliva Extra Virgen GOYA®
 2 dientes de ajo, finamente cortados
 1 cda. de perejil fresco, finamente picado

Instrucciones

1. Sazona la carne con Adobo por ambos lados. Calienta la mantequilla y el aceite en un sartén mediano a fuego medio-alto. Añade los filetes al sartén, de dos en dos, y cocina por 6 minutos aproximadamente, hasta que estén bien doradas y a término medio, volteando una vez. Transfiere la carne a un plato y cúbrela con papel aluminio para mantener el calor.
2. Reduce el fuego a término medio. Agrega el ajo al sartén y cocina por 30 segundos aproximadamente hasta que esté dorado. Añade el perejil y cocina por 30 segundos más.
3. Divide los filetes de manera uniforme en los platos para servir. Esparce la mezcla de ajo y perejil sobre cada filete.

Descubre más recetas en goya.com

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



30 Wines & Beers

Demetri's Takes



Popular Bloody Mary Seasoning to Store Shelves

Seattle-based, Demetri's Bloody Mary Seasoning is the latest spirits product available at 25 Washington State Costco stores – just in time for summer cocktail and grilling season – as initiative 1183, which passed in November, allows grocery stores in Washington State to sell liquor. The seasoning can be found in the vodka aisle.

Demetri's has been a favorite both in cocktails and as a food seasoning since 1989 and is a staple in restaurants and some of the finest hotels and bars in all 50 States for years, like Teatro Zinzani and those owned by Seattle legend Tom Douglas. The seasoning has been hailed by the likes of Toby Abou-Ganim for its consistency, Robert Hess as the only Bloody Mary mix he would recommend, and as "my all-time favorite Bloody Mary...and...my top 5 seasonings on food" by Michael Politz, of *Food & Beverage*.

Said Demetri's founder Demetri Pallis, "From the beginning, the goal was to share the quality of this product with as many cocktail and food lovers as possible. Still, the number-one question I get at Demetri's is 'where can I find it?' With the new law going into effect, now more than ever, we're absolutely thrilled to be able to say, 'at your local Costco.'"

Bronco Wine Co. Expands Penetration in 187ml Wine Category



Bronco Wine Co., Ceres, CA, a major supplier of varietal wines, is establishing a strong position in the single serve, 187ml wine category with the adoption of lightweight polyethylene terephthalate (PET) bottles from Amcor Rigid Plastics, the world's leading producer of rigid plastic packaging. Bronco, the fourth largest winery in the U.S., recently made a major packaging switch from glass to further penetrate the retail and airline markets and capitalize on PET's glass-like clarity, portability, sustainability advantages and reduced cost.

Bronco has witnessed strong sales growth in the retail and airline business thanks to the

consumer acceptance of these convenient, aluminum screw cap bottles. Wine packaged in PET bottles can be sold at parks, concerts and other outdoor venues while airlines are also drawn to the lightweight and sustainability benefits, according to Fred Franzia, president of Bronco Wine Co. "We've added customers in the on-sale (restaurants, bars) and off-sale (retail) segments plus increased sales with our airline customers," explained Franzia. He said the increased sales in the 187ml package have come with the Crane Lake, Red Truck, Coastal Ridge, Hacienda, Harlow Ridge, and Forestville brands.

The switch to PET also delivered key sustainability benefits in keeping with Bronco's commitment to environmentally responsible practices in its wine making operations. "We're able to offer the consumer a convenient, lightweight container that is 100% recyclable," explained Franzia. "And just as important, the reduced cost is allowing us to increase our customer base." PET containers are one-sixth the weight of glass bottles, unbreakable, less wasteful and recyclable.

In the airline market, Bronco's move to PET has enabled the company to secure business with Delta, United and Southwest. Cost-conscious airlines have led the change in the replacement of glass in 187ml wine bottles and see PET as a lightweight, high quality option that mimics glass while also providing reduced fuel consumption and a cost savings.

Tecate And Tecate Light Add Character To Symbiotic Eagle

With Revitalized Packaging

Tecate, *cerveza con carácter*, has announced the launch of its revamped primary and secondary packaging. The new design places greater focus on the brand's iconic eagle imagery and completely aligns with the packaging recently introduced in Mexico, further emphasizing Tecate's cross-border alignment.

"As a brand con carácter, we're committed to offering distributors and retailers quality product that will not only stand out on their shelves but also reflect the boldness and masculinity of our U.S. Hispanic consumer," said Felix Palau, VP of Marketing for the Tecate equity. "As Tecate's brand packaging design partner, HMSDesign was instrumental in visually leveraging the characteristic black eagle to create an ownable 'badge of value' that is more recognizable, contemporary and dynamic than ever before."

The revitalized Tecate and Tecate Light packaging features a larger black eagle set against the vibrant red-and-gold and blue-and-silver backgrounds of the brand. One side of all cans prominently displays the brand's icon, further showcasing its bold character. Additionally, the Tecate and Tecate Light brand names have been re-positioned on a dynamic horizontal plane for increased legibility and presence.

Beginning in June, the new packaging also will be featured in point-of-sale materials, including mail-in-rebates, price cards, pole-toppers and mass display pieces, designed to support the brand's upcoming promotional efforts.



Heineken USA Announces U.S. Launch of Indio

Heineken USA has announced the launch of Indio, a unique Mexican dark beer. Brewed and sold in Mexico since 1893, Indio will be available in June across eight key markets in California, Texas and Illinois. The 12 oz. bottled dark beer, known for its malt character and light caramel aroma, will be available for adults 21 and older at key on and off-premise locations in Los Angeles, San Diego, San Francisco, Chicago, Austin, Dallas, Houston and San Antonio in 6-pack and 12-packs.

"Not only does the launch of Indio in the U.S. strengthen Heineken USA's portfolio and strategic innovation platform, but it supports our ambition of becoming the leading beer company in the U.S.," said Felix Palau, VP of marketing, Indio. "Market segmentation continues to have a major impact on the industry and Indio will use this trend to create a very specific campaign that speaks directly to the niche audiences' interests and passions in life."

Indio's non-traditional marketing efforts have been designed to mirror its unique consumer and will include online communication, digital advertising, OOH postings and murals, and influencer sampling.

Girasole Vineyards Releases 2010 Wines In A Bright New Package

Made From Organically Grown Grapes

Mendocino County wine producer, Girasole Vineyards, unveils two new vintages made from organically grown grapes that are aimed at the growing "value wines under \$20" market. The 2010 Pinot Noir and 2010 Chardonnay, in a new package, are hitting retail wine shelves this month.

Girasole Vineyards wines feature distinctive, bright yellow sunflowers embossed on the label, and carry the California Certified Organic Farmers (CCOF) guarantee on the back label. Both wines are made from Estate-grown grapes farmed by the Barra family, growers of Mendocino County grapes since 1955.

"My family has been farming without the use of synthetic fertilizers or pesticides since the 1950s," says Shelley Maly, Vice President of Sales & Marketing at Barra Family Wines, and daughter of founders Charlie and Martha Barra. "With more consumers searching out quality wines with a certain provenance, cachet, and fair price, Girasole Vineyards wines can be enjoyed on many levels."

"In addition to being produced from organically grown grapes, all Girasole Vineyards wines are veggie-friendly. No animal products are used in making the wine," says Winemaker Jason Welch. "The 2010 Chardonnay (\$13) features minimal oak influence and is perfect for pairing with many cuisines. It's clean and crisp, with a gorgeous lemon-lime tropical fruit aroma and zesty Granny Smith apple flavors. It also comes in an easy-to-open screw cap closure."

"Our 2010 Pinot Noir (\$16) exhibits wonderful aromas of strawberry and clove, giving way to bright red cherry compote on the palate," says Welch.

"Both of these wines are an excellent addition to a dinner party or for sipping when hanging with friends."



Tarantas Sparkling Spanish Wines Perfect for Picnic Season

With the weather heating up and summer upon us, it's time to think about refreshing options for the perfect picnic wine. Natural Merchants, LLC of Grants Pass, OR, and Cartagena, Spain, has introduced two new delightful wines from Spain.

Tarantas Sparkling White and Rosé — that will make every summer picnic and meal a delicious celebration of the season.

TARANTAS SPARKLING ROSÉ is made from 100% Bobal, one of Spain's most unique and popular grapes. In addition to the delightful flavor and bubbly essence of the wine, some of the highest tested levels of the natural antioxidant Resveratrol can be found in monovarietal wines from southeast Spain's Bobal grape.

"The Bobal grape appears to have more faces than we imagined; here it is as a sparkling wine with dried strawberry notes in the nose and red currants in the mouth. The finish is soft, not sweet, and the gentle character of the wine belies its ability to handle stronger flavors, even grilled fish and chicken. Drink soon." — Wines from Spain.com

TARANTAS SPARKLING WHITE is made with a blend of Macabeo & Airén grapes, for a wonderfully dry effervescent wine.

"Two of the great merits of sparkling wine are its ability to cleanse the palate and to match up against a wide variety of foods. Even in this version's softer and gentler, there is a citric tartness that proves this is a great foil for seafood and even fried foods. Drink soon." — Wines from Spain.com

Tarantas Sparkling Rosé and White are produced by Spain's Oldest Estate Bottled Winery, proudly made with hand-selected certified Organically Grown Grapes. Both wines are currently available at Whole Foods Nationwide, as well as select fine liquor stores and natural retail outlets across the country. Suggested retail price for either wine is \$9.99.



Diageo USVI Celebrates

Grand Opening of Captain Morgan Visitor Center in St. Croix

Diageo USVI, the Virgin Islands' newest rum distiller, recently celebrated the grand opening of its state-of-the-art Captain Morgan Visitor Center. Honorable Governor John P. de Jongh, Jr. spoke at the milestone ceremony, April 24 along with David Gosnell, President, Diageo Global Supply and David Cutter, Chairman of the Board of Diageo USVI. Also in attendance were members of the Governors Cabinet, Honorable Sen. President Ronald E. Russell, and members of the 29th Legislature.

The Captain Morgan Visitor Center is a central part of several tourist initiatives on the island of St. Croix. As part of the Visitor Center initiative, Diageo USVI is working closely with local taxi and tour companies, cruise ships, airlines and hotels to help generate tourist traffic to the island.

Remarking on the completion of the Visitor Center, Governor de Jongh said, "Today's grand opening continues to usher in a new era for St. Croix. This new attraction has already created additional employment opportunities and will undoubtedly augment the island's tourism industry. The distillery and its new Visitor Center demonstrate the



■ TIME TO CELEBRATE – Captain Morgan and his hostesses are ready to welcome guests to their new Visitor Center on St. Croix in the U.S. Virgin Islands.

strength of the ongoing relationship between Diageo and the US Virgin Islands."

US Virgin Islands Delegate to Congress, Donna Christensen, who was not able to attend the event due to her obligations in Wash-

ington, DC, added: "The opening of the Captain Morgan Visitor Center exemplifies the strong and ongoing commitment between Diageo and the people of the US Virgin Islands. Virgin Islanders and tourists alike will con-

tinue to enjoy the benefits of this groundbreaking partnership for years to come."

To mark the official grand opening of the Visitor Center, Captain Morgan and the Morganettes conducted a ribbon slashing ceremony at the site with the Captain's own sword. Attendees toasted the opening with Captain Morgan rum punch to celebrate the day, followed by a guided tour of the facility.

Remarking on the day, David Gosnell, President, Global Supply and Procurement, said, "The distillery and Visitor Center is a jewel in the crown of Diageo's facilities worldwide. We couldn't be more pleased with our progress and are honored to work with St. Croix on this exciting endeavor."

The state of the art Visitor Center, adjacent to the distillery, which produces the rum for the Captain Morgan brand in the United States, is located at the Renaissance Park development on St. Croix and is the first of its kind. Visitors will experience an hour long voyage including history and artifacts of the rum industry, tour of the distillery, a movie theater, interactive learning screens, Captain Quarters Bar, multi-sensory systems, and a Captain Morgan merchandise store.



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■ RIBBON CUTTING – (left to right): Front row: Capt. Morgan, Guy Smith, Lenny James (representative from the Delegate Christensen's office), David Gosnell, Governor, Senate President Ronald E. Russell, Lt. Gov. Gregory Francis, Dan Kirby. Back row: Senator Samuel Sannes, Senator Alicia "Chucky" Hansen and David Cutter.



■ Honorable Governor John P. de Jongh, Jr. spoke at the milestone ceremony, April 24 along with David Gosnell, President, Diageo Global Supply and David Cutter, Chairman of the Board of Diageo USVI.



32 BookReview

175 Best Babycakes Cake Pops

The Biggest and Most Wildly Popular Baking Sensation Since Cupcakes!

With the invention of the Babycakes Cake Pop Maker, an ingenious and wildly popular appliance category has taken the retail marketplace by storm, and its popularity is only expected to increase as news, reviews, and word spread. This new book allows you to make fun and delicious cake pops in your own kitchen quickly and easily, in just minutes.

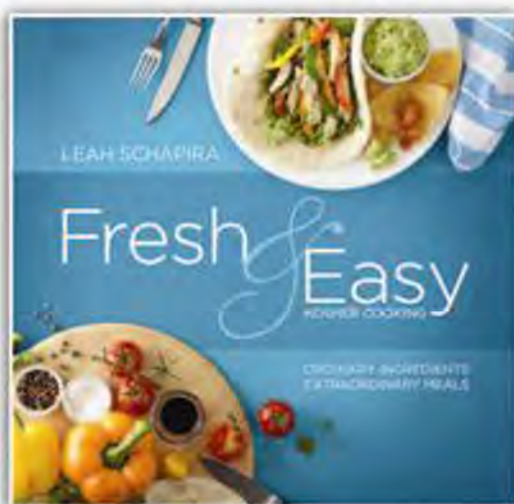
These delightful and creative recipes have been developed specifically for use in the cake pop maker. The book features chapters on cake pop classics; desserts and sweets; glazes, dips and fillings; doughnuts and ebel-skivers (traditional Danish pancakes); muffins and biscuits; appetizers; break-fast bites; savory nibbles; booze pops; and show-stoppers that are ideal for parties and gifts and come with gorgeous presentation suggestions.

Also included are easy-to-follow tips and techniques and full-color photos to help you create everything from rustic to fancy pops, as well as decorating ideas for occasions such as holidays, weddings and birthdays.

KATHY MOORE and **ROXANNE WYSS** are leading experts on small appliances. Their food consultancy firm develops recipes, tests products and generally sets the standard for innovative recipes and food information. They have a regular column in the *Kansas City Star* and regularly appear on television.

■ Fresh & Easy Kosher Cooking:

Ordinary Ingredients Make Extraordinary Meals



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

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

"Food preparation shouldn't be a point of tension," Leah says. "This cookbook is all about easy, uncomplicated recipes for every day or for any occasion. I like to use ingredients from my pantry, adding new twists and improving on techniques."

Leah's collection of culinary favorites transcends all food-lovers' kitchens, non-Jewish and non-kosher alike. While certainly easing the challenges of strict kosher cooking, Leah's recipes also provide options for even the pickiest of eaters. "You certainly don't have to keep kosher to benefit from *Fresh & Easy Kosher Cooking*," she says. "But if you do happen to be a kosher cook, you'll find a great deal of help — even relief — from all of the resources I provide in the book."

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

Hardcover/336 pages | SRP: \$34.99

■ "Fusion Cuisine Goes Global"

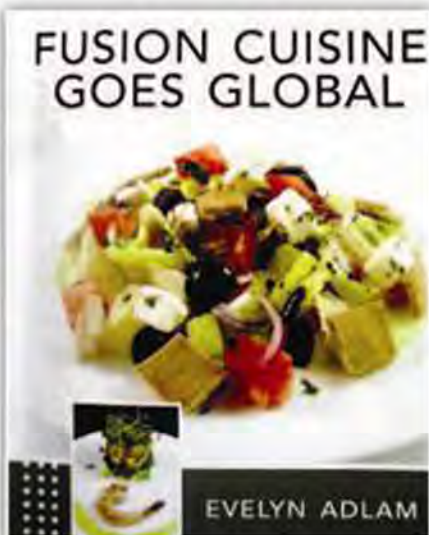
New Cookbook Fuses African, Latin American, Asian Cuisines With European, American Cuisines

Fusion Cuisine Goes Global (ISBN 1463510446) by Evelyn Adlam offers fusion recipes inspired from her work-related travels and dining around the world.

A British lady born in Uganda, Evelyn's passion for cooking was first inspired by her mother. As an adult, her career took her around the world and introduced her to new and exciting cuisines and cooking techniques. Her English husband, Ian, also a very keen cook, played a significant role in her culinary development. Even now they still find a lot of enjoyment fusing their different cooking approaches in their own kitchen. In *"Fusion Cuisine Goes Global,"* Evelyn shares recipes for appetizers/starters, entrees/mains, desserts/sweets and sauces and marinades, boasting influences from Uganda, India, Latin America and many more.

The book is easy to use and depicts interesting and exciting recipes, many of which are quite unusual. It features African food ingredients and cooking methods, mainly from Uganda, fused with other cuisines — European, American, Asian, Latin American and the Caribbean.

Intended to serve as a practical guide for readers to create colorful and flavorful dishes, the book also urges exploration of, and openness to, new and unusual flavors and new cooking methods. Although not a professionally trained cook, Evelyn is a very accomplished gourmet cook, offering instructions in a readable, easy-to-use format designed for cooks from all backgrounds and experience levels.



Video

Springtime in the Sierras

Classic
Western Stars
Roy Rogers,
Trigger,
Stephanie
Bachelor &
Jane Frazee



Roy Rogers and his faithful steed, Trigger, save the day with guts, gusto and song in **Springtime in the Sierras**, riding onto DVD from Film Chest on the American Pop Classics label.

When his best friend, a game warden, is murdered by Matt Wilkes (Roy Barcroft, Oklahoma!, My Pal Trigger) — a henchman for criminal ringleader Jean Loring (Stephanie Bachelor, The Undercover Woman, G.I. War Brides) — Roy Rogers (playing himself as he did in more than 70 films) is determined to find out what happened.

With musical performances by Rogers, the film also features Jane Frazee (Buck Privates, Calendar Girl) and Andy Devine (Adventures of Wild Bill Hickok, Stagecoach).

Rarely ever seen in color, restored from its original, rare, 16mm archive print and digitally remastered, **Springtime in the Sierras**, is presented

in full frame with an aspect ratio of 4 x 3 and mono sound. Bonus feature: The Chevy Show Easter special (April 2, 1961) featuring Roy Rogers and Dale Evans with special guests Charley Weaver, Eddie Arnold, George Maharis, and The Limeliters.

Running Time:
Approx. 135
Minutes (Plus
Special Features)
Suggested Retail
Price: \$11.98



■ ROY ROGERS AND TRIGGER

Deserter

Tom Hardy
Action-Thriller,
Based on
Real-Life
Events



A man learns that you can desert everything and everyone except yourself in the action-thriller **Deserter**, enlisting on Blu-ray and DVD from Inception Media Group.

Englishman Simon Murray (Paul Fox, Red Tails), disillusioned by a failed romance, blindly joins the French Foreign Legion. His idealistic fantasy is soon shattered when he encounters his fellow recruits, including Pascal Dupont (Tom Hardy, The Dark Knight Rises, Inception, Warrior, Tinker Tailor Soldier Spy), all escaping pasts far less innocent than his own.

After a sadistic training regime, the full-fledged Legionnaires march off to battle in North Africa — a melting pot of violent confusion and brutal, ungoverned guerrilla warfare — in an effort to quell the bloody, 1960 Algerian civil uprising for independence.

But a change of allegiance threatens to tear the mercenary band's loyalties apart and Murray and Dupont now stand on opposite sides. Who will learn what it truly means to become a hero and who will be a deserter, as these war-torn men question honor, morality and hope? Because you can desert everything and everyone ... except yourself.

A heart-pounding action-adventure, also starring Kate Maberly (Finding Neverland, Boogeyman 3).

Format: Blu-ray and DVD
Running Time: Approx. 93 Minutes
Suggested Retail Price: \$26.98

Write Intelligently in Your Corporate Communication: Three Tips

By **PATRICIA FRIPP**, CSP, CPAE



Throughout the business community, ambitious individuals who work in highly competitive environments know the impression they give in their business communications often makes the difference between career failure and success.

When you make the following grammar mistakes, you will sound less intelligent than you actually are. Effective communication, both in speaking and writing, make an important and significant impression. Most likely, your English teacher gave you the following advice. In case you have forgotten, here are three business communication tips to improve the impression you make to your prospects, clients, and senior executives.

Tip #1 –

Use Pronouns Properly

How often do you hear people say the following comments?

The owner promoted him and I.
The client took Sally and he to lunch.
That's very important to we commuters.

Pronouns change when they play different roles in a sentence. Note that "you" and "it" stay the same, however you use them.

Pronoun Used as Subject	Same Pronoun Used as Object
I	me
he	him
she	her
we	us
you	you
they	them
it	it

For some reason, people who aren't sure which to use can end up overcorrecting. "I" and "he" sound more elegant, so these people come up with sentences like the first three examples above. The most confusion seems to arise when there are two people receiving the action. The simplest technique is to eliminate the one that isn't a pronoun to see if the sentence "sounds right."

WRONG: The owner promoted him and I. ("The owner promoted I")

RIGHT: The owner promoted him and me.

WRONG: The client took Sally and he to lunch. ("The client took he to lunch")

RIGHT: The client took Sally and him to lunch.

WRONG: That's very important to we commuters. ("That's very important to we")

RIGHT: That's very important to us commuters.

Tip #2 –

Be Wise with Who and Whom

To know which to use, substitute "he" for "who" (both end with a vowel) and "him" for "whom" (both end with M) while you figure out what is acting on what. For example:

I know he paid him.

I know who paid whom.

Even people who master this trick can get confused when who/whom is used in a question. Simply turn the question around into a statement and follow the above rule:

To who/whom are you speaking?

STATEMENT: You are speaking to he/him.

Who/whom are you going to call?

STATEMENT: You are going to call he/him.

The correct choice is "him," so you would substitute with "whom."

"Whom" almost always follows a preposition, those words that transfer action from one thing to another. Words like *to*, *from*, *for*, *in*, and *out*.

Tip #3 –

Watch Your Language with Lay and Lie

Unless you're lucky enough to be multi-lingual, English is the main tool you use to transmit your ideas to others. Yet you don't need a Harvard degree to sound intelligent. It's just a matter of mastering a few tricks, aka grammar rules.

Let's consider "to lay" and "to lie." The first verb transmits or transfers its action to something (*transitive*), while the other doesn't (*intransitive*). There's also "to lie," meaning to fib, which further muddies the waters.

In school you probably confronted dozens of charts showing how *lay*, *laid*, *lie* and *lie* work when describing the past, present, future, singular and plural (a process called *conjugation*). Instead of memorizing charts, here's a four-line verse to remember that will make you a master of these tricky com-

mon verbs:

Yesterday, Todd *lay* in bed.

We *laid* an icepack on his head.

Today he *lies* beneath the sod.

We *lay*a wreath to honor Todd.

When Ken Burns' 1990 documentary, *The Civil War*, first aired, many viewers commented on the astonishingly literate and grammatically perfect letters written home by soldiers who had no formal schooling beyond the age of ten or twelve. In the nineteenth century, education was a serious and intensive process, and people were expected to continue learning all their lives through reading, conversation, and study.

As a professional, you are constantly working to educate others, sharing your ideas and expertise. One additional gift you can offer your listeners and readers is clear, powerful language.

Hopefully, you found these grammar tips practical, educational, and entertaining. Written and verbal communication should never be boring. Before you send that intelligent-sounding email, letter, or proposal, remember to check it at least once for grammar and spelling errors. Many executives continue to be surprised by obvious mistakes in the corporate communications they receive.

Whether you own a business, report to a boss, or search for a job, it is important to sound intelligent in all your corporate communication. Never underestimate the power of your words. Words and correct grammar give you a competitive edge!

About the Author

PATRICIA FRIPP, CSP, CPAE, is Hall of Fame keynote speaker, executive speech coach and sales presentation skills trainer and keynote speaker on sales, effective presentation skills and executive communication skills. She works with companies large and small, and individuals from the C-Suite to the work floor. She builds leaders, transforms sales teams and delights audiences. She is the author or co-author of live books including *Speaker's Edge - Secrets and Strategies for Connecting with Any Audience*, and is Past-President of the National Speakers Association. To learn more about having Patricia do her magic for you, contact her at www.Fripp.com, (415) 753-8558, or PFripp@ix.netcom.com.

Facebook & Your Business:

The Anatomy of an Effective Facebook Post

By **SETH LIEBERMAN**, CEO
Pangea Media/ SnapApp



An effective Facebook strategy for your business—one that achieves your goals of education, engagement, lead generation or feedback, requires thoughtful planning. Cover and profile photos, tabs and favorite apps, milestones and more must all be considered in order to maximize all that Facebook's new Timeline layout offers.

Below are seven things to think about when crafting that perfect "post." Figment, an online community for writers to share and connect with other writers, has a great Facebook page that I have used to illustrate a few key points.

1. AUDIENCE

I'll state the obvious here: your company Facebook page is not your personal page! Depending on your personal Facebook usage this can mean a lot of things: post with more restraint, post more frequently, keep in mind a more general audience, etc. Who is your business' Facebook audience? More importantly, who do you want that audience to be? Remember to speak to them when you are posting for your company Facebook page.

2. VOICE AND TONE

Related to the above, the "voice" of

your Facebook page should reflect the image you are trying to project. Unlike your personal network, your Facebook fans may not "know" you (e.g. your business personal) very well. Therefore, as they "meet" you via Facebook, and get to know you, how do you want them to characterize you/your business? Humorous? Quirky? Serious? All of the above? Keep in mind that the Facebook culture leans toward the more "casual," so make sure you are not coming across as too stiff.

Figment's "About" section accomplishes two goals: first it states who the page is for (audience) and second, it captures Figment's voice and tone: a bit humorous, a bit fun, a bit self-deprecating.

3. CONTENT

Your posts shouldn't solely be promotional material about your company and products. Everything you put out should offer engaging value to your fans. News, humor, entertainment and insider insights grab your audience's attention and motivate them to return for more. Simply pouring out post after post of advertising copy will mean losing fans and readership—people want to be engaged with the material, not spammed.

Content that leads people to interact on your page is particularly powerful. You can use your posts to drive fans to quizzes like personality tests, surveys, and Facebook sweepstakes that are in your Favorite Apps/ tabs slots. This type of content is also an important way to get "Likes," "Shares," and more.



Also, be positive—don't trash talk your competitors—no one likes a negative Nellie.

Figment is using its Tabs/ Favorite Apps slots to add in content: contests, quizzes, photos and more. Its "Could you Catch a Killer?" quiz is one of dozens of quizzes that Figment creates and publishes to its page on a regular basis in order to drive interaction and give visitors a reason to explore the site and come back regularly. It is also a clever way to promote products such as the book *I Hunt Killers*.

4. CONTEXT

Post as part of a series, or to announce an offline event, or in response to customer feedback. That greater context gives people a reason to keep coming back to your page looking for the next piece of information and means you can catch them up on what you have been doing in the interim.

After posting the quiz as a tab, Fig-

ment adds it to the News Feed. Visitors who take the "Could you Catch a killer?" quiz can continue to engage with the quiz/book and others via comments and posts on the site

5. TIMING

The best time to "post" to Facebook is a matter of much debate; in general, however, think about who you are trying to reach and when they are most likely to be spending time catching up on their Facebook activity. The best posts go "live" when your fans have time to read and digest them and—hopefully—react. Chances are this is not when they are hard at work, but rather during lunch time, evenings, weekends. Experiment and see what makes the most sense for your page.

Figment makes sure to post frequently on its page often times several times a day—this is a great way to stay top of mind with the Figment audience.

6. INTERACTION

Drive interaction with your Facebook posts by asking for advice, opinions or related stories. Each time a customer responds to your post, he signs up to get a "bump" from you every time somebody else responds. That kind of conversation gets real results in social media. Personality tests and surveys, where people can share their opinions and "results" are effective ways to get interaction and information that you can really use! To get things started, don't be afraid to "prime the pump" by having a friend, employ-

ee or loyal customer be the first to comment.

In this example, Figment comes right out and asks for participating: "Share your six word story now!"

7. RESPONSIVENESS

Once people have responded to your initial post, make your own comment to keep the conversation going. Now that individuals can private message your company, there is a huge opportunity to really engage in a dialog. Make sure that you are not letting your Facebook page go unattended. For better or for worse, most of us have come to expect immediate results online.

SnapApp is a marketing platform that empowers brands, publishers and agencies to foster conversations across the web. With the SnapApp platform companies can easily create engaging content including quizzes, surveys, sweepstakes and contests that can be published on Facebook, Websites, in emails, Twitter and more. Companies can use this content to drive results including registrations, likes, follows, +1s, shares, subscriptions, time on site and ad revenue.

SETH LIEBERMAN is the CEO of Pangea Media/ SnapApp. Under Seth's leadership Pangea Media's platforms have facilitated 300+ million customer engagements. Seth has 15 years of experience in online advertising, customer acquisition, lead generation and customer engagement.

Publix To Debut Online Deli Ordering

Publix Deli Online Easy Ordering, a test of online order placement of Publix Deli custom subs, wraps and sliced meats and cheeses, is launching in one Lakeland store and is expected to roll out in 50 additional stores later this year. The debut store is located at Publix Store #1270, Southgate Shopping Center, 2515 S Florida Av. in Lakeland, Florida.

Publix customers will place their orders online or via mobile device by visiting www.publix.com/order. Select locations will have in-store devices for order placement. Once on the site, customers may select their desired deli custom sub, wrap and/or sliced meats and cheeses, specify pickup time and proceed with order

placement. An order pickup number will be provided on the customer's final order summary and emailed to them as well.

Orders will be staged at a designated location in the deli department and identified with "Online Easy Pickup" signage. Sale prices for the store that are effective the day of pickup will be honored. Payment is tendered at the time of pickup. No minimum order amount is required and no fee is charged for the service. Created with smartphone users in mind, the system will prompt customers to save order selections to their "Favorites" for future re-ordering convenience.

"As we continue to provide our customers with the service they

have grown to expect, we strive to offer new services that enhance their overall shopping experience," said Maria Brous, Publix Director of Media and Community Relations. "Publix Deli Online Easy Ordering is a natural extension of our service commitment, especially for our on-the-go customers."

If a customer needs to modify an order already placed, changes will be made directly with the store's deli department. The telephone number will be easily accessible on the final order summary.

Later this year, Publix will expand the test to 50 additional stores in an effort to better understand customer response and overall performance.

Top Management Changes at A.G. of the South

Continued from PAGE 1

past twelve years," said AG of the South Chairman of the Board Jack Howell. Tototis lead AG of the South to accomplish major facility improvements and significant technological advancements during his time with the company. Howell went on to say, "These accomplishments will enhance our operation and benefit our independent retailers into the future."

"This is certainly an exciting time for both Gerry and Ann as they embark on the next chapter of their lives together. We hope that everyone will join us in wishing both of

them great happiness and excellent health in their wonderful years ahead!"

Stan Alexander will become President & CEO at A.G. of the South upon Tototis' departure. Alexander is a graduate of Jacksonville State University and brings to his new position over 40 years experience in the wholesale grocery industry. Previously, he held top positions with Nash Finch, Roundy's and Scrivner.

"Based on Stan's extensive experience in our highly-competitive market, we expect this to be a very smooth, seamless transition, as well as all look forward to continued success," Howell stated.

7-Eleven Closes on Acquisition of 18 Open Pantry Stores

Continued from PAGE 2

salads, whole and cut fruit, all delivered fresh daily, plus hot foods like pizza, chicken tenders and hot wings."

In addition to the company's popular proprietary Slurpee and Big Gulp beverages, each location will carry 7-Eleven® signature and 7-Select products and grill offerings, along with standard convenience-

store items.

The acquired sites are all company-owned stores. Fourteen of the 18 stores are retail fuel locations operating primarily under the BP brand. Each branded-fuel site will continue to accept that oil company's fleet card.

7-Eleven has begun remodeling and rebranding the locations, with the bulk of the work anticipated to be completed by the end of 2012.

Lipman Acquires Packing House from Ace Tomato

Continued from PAGE 2

percentage of the fresh tomato industry with 30 locations throughout the United States and Mexico.

Based in Immokalee, FL, Lipman is the largest field tomato grower in North America, providing dependable year-round fresh produce through an in-

tegrated network of research & development, farming, processing, repacking and procurement solutions. Farms in Florida, South Carolina, Virginia, Maryland, California and Mexico – totaling tens of thousands of acres – allow for Lipman's geographic diversity and ability to grow and ship fresh produce year 'round.



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*Excludes Front Row and VIP seats. No double discounts. Additional fees may apply.

SEPT. 6 - 9



Thu	Fri	Sat	Sun
SEPT. 6	SEPT. 7	SEPT. 8	SEPT. 9
7:00 PM*	10:30 AM 7:00 PM	11:00 AM 3:00 PM 7:00 PM	1:00 PM 5:00 PM

SEPT. 13 - 16



Thu	Fri	Sat	Sun
SEPT. 13	SEPT. 14	SEPT. 15	SEPT. 16
7:00 PM*	7:00 PM	11:00 AM 3:00 PM 7:00 PM	1:00 PM 5:00 PM

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For groups of 15 or more, call 1 866 248 8740

Regular Ticket Prices: \$18 • \$25 • \$30 • \$40 VIP • \$50 Front Row
Additional fees may apply.

N.G.A. Unveils 2013 Convention Keynote Speakers

Continued from PAGE 2

are not implemented by Congress, N.G.A. is honored to have such fiscal stalwarts kick off the 2013 N.G.A. Show by addressing important economic issues that are of great concern to our members and business owners."

Alan Simpson was elected to the United States Senate in 1978. After a successful first term, he was re-elected in 1984 with 78% of the vote and then again in 1990 to a third term with 65% of the vote. Following his first term in the Senate, Simpson was elected by his peers to the position of the Assistant Majority Leader in 1984 and served Majority Leader Bob Dole in that capacity until 1994. He completed his final term on January 3, 1997.

Erskine Bowles joined the administration of President Bill Clinton as Administrator of the Small Business

Administration. In 1993, he was brought to the White House to serve as President Clinton's Deputy Chief of Staff and later as Chief of Staff. As Chief of Staff, he served as a member of the President's Cabinet and on both the National Security Council and the National Economic Council. Working at the direction of the President and with the Republican House of Representatives and Senate, Bowles negotiated the first balanced budget in a generation.

In 2010, President Barack Obama asked Alan Simpson and Erskine Bowles to co-chair the National Commission on Fiscal Responsibility and Reform. This bipartisan commission produced a plan to reduce the Nation's deficits by \$4 trillion over the next decade. The plan was supported by a supermajority of the commission with equal support from both Republican and Democrat members.

Land O'Lakes Purchases Kozy Shack

Continued from PAGE 1

founded by Vincent Gruppuso more than 40 years ago, and has remained a family-owned company. Kozy Shack is a leading manufacturer and marketer of premium dessert products in the U.S. and Canada, and has a presence in Ireland for European customers. Production facilities are located in Hicksville, NY, Turlock, CA, and Lough Egish, Ireland (60 miles north of Dublin). The company also owns and operates a logistics services company, Freshway Distributors.

According to Policinski, the acquisition of Kozy Shack offers several benefits for Land O'Lakes. "The acquisition of Kozy Shack represents a new category for the cooperative - refrigerated desserts - which enables us to provide our re-

tail customers with an even wider selection of premium dairy food products."

Policinski noted that Land O'Lakes will apply its extensive sales, marketing, distribution and customer service expertise to expand sales of Kozy Shack products. In addition, the simple ingredients in Kozy Shack desserts reflect the same focus on quality, wholesome ingredients and products that has been the hallmark of Land O'Lakes throughout its 90-year history.

"We're looking forward to the addition of Kozy Shack to our portfolio," Policinski added. "The company is comprised of great people, first-rate production facilities, and products that exceed the consumer's expectation for quality. This makes Kozy Shack a perfect fit for Land O'Lakes."

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36 Hospitality

Double R Ranch N.W. Beef Debuts Vegas Strip Steak Cut



VEGAS STRIPS STEAK - This new cut is comparable to New York strip steak and boasts a tender, juicy flavor that doesn't require aging or marinating. The extra lean and flavorful steak can be cut in a variety of sizes ranging from 4 ounces to 12 ounces, perfect for use in a wide range of food service and restaurant sectors.

Restaurant Offers Customers First Taste of New Steak

Double R Ranch Northwest Beef, a premium brand from Agri Beef Co., and Boise's 13th Street Pub & Grill made history on Thursday, May 24 with the restaurant debut of the new Vegas Strip Steak. The Vegas Strip Steak was developed by Tony Mata and Chef Rick Gresh in conjunction with Oklahoma State University's Food & Agricultural Products Center and was unveiled to a select group of industry professionals earlier this year. Double R Ranch is one of only two producers in the nation authorized

to cut and sell the new Vegas Strip Steak.

"We're thrilled to partner with the 13th Street Pub & Grill to bring diners the country's first Vegas Strip Steak," said Terry Reynolds, Agri Beef Co. executive director of sales. "This steak offers our customers an innovative beef cut that is both tender and juicy, all at an affordable price point for consumers."

The new cut is comparable to New York strip steak and boasts a tender, juicy flavor that doesn't require aging or marinating. The extra lean and flavorful steak can be

cut in a variety of sizes ranging from 4 ounces to 12 ounces, perfect for use in a wide range of food service and restaurant sectors.

"There is no doubt that this new cut delivers on all key attributes that consumers expect from a steak: tenderness, flavor, juiciness, and appearance," says the steak's creator and meat processing specialist, Tony Mata. "For a steak to become a reality, it must also provide value potential to all sectors of the industry from the farm to the table. The Vegas Strip Steak delivers on that

as well."

That value potential is exactly what drew 13th Street Pub & Grill in to the opportunity. Not only from the restaurant's perspective, but in looking out for their customers, Scott Graves was intrigued from the start. "We have a discerning clientele that are looking for great food at a good price," related Scott Graves, co-owner at 13th Street Pub & Grill. "This Vegas Strip has the potential appeal of a unique offering with great flavor and a fantastic eating experience. Just what we provide our customers."

Restaurants Show Growth in Soup and Salad Menu Items

Away-from-home soup and salad purchases are on the rise, as consumers seek light, healthy and affordable fare. A variety of portion sizes featuring soup/salad options on different areas of the menu allows consumers to tailor their meal specifically to their needs. Whether it's a cup or bowl, side or entree, 62 percent of consumers now order soup at least occasionally during restaurant visits, up from 43 percent just two years ago. Salads have also increased, 76 percent of consumers now occasionally purchase salad away from home compared to 66 percent.

"Healthy options and portion variety are driving factors in today's soup and salad menu positioning," says Technomic Director of Consumer Research Sara Monnette. "Operators are revamping their menus in response to consumer demand for soup and salad as a standalone entree, side substitution, an appetizer, or a component of a combo meal. There are many menu variations in which soups/salads are now offered."

To help operators and others aligned with the foodservice industry more effectively identify opportunities for growth and gain a competitive advantage, Technomic has developed the Canadian Left Side of the Menu: Soup and Salad Consumer Trend Report. Interesting findings include:

- Soup and salad are the two most common appetizers at both limited-service restaurants (LSRs) and full-service restau-



■ **SOUP AND SALAD** are the two most common appetizers at both limited-service restaurants and full-service restaurants.

rant (FSRs).

- Salads are the third most frequently menued entree at LSRs and rank fourth at FSRs. Chicken-topped salads are the leading entree variety offered at FSRs, followed by Caesar while Caesar salads are leading entree variety at LSRs.

- Interest in healthier, lighter fare is driving increases for both soup and salad. 78 percent of consumers who are purchas-

ing salads more often say they're seeking a healthier option and 49 percent want something lighter.

- A strong majority (53 percent) of consumers strongly agree that dressings are a key component, if not the key component of a tasty salad. The overall variety of options and flavors offered trumps healthfulness and brand names as purchase drivers.

Travelers Prefer Dining at Airports Instead of on the Plane

While the airlines may not be making money on food service, airport restaurants are: According to a survey conducted by GO Airport Express, a Chicago-based ground transportation provider, just 2% of travelers say they purchase food on the plane.

The company, which provides airport shuttles to and from O'Hare International Airport and Midway Airport, polled travelers nationwide; more than 400 people responded.

The number one response to the question on dining preferences when traveling, 55 percent of participants said they eat after going through security. Twenty six percent reported they don't spend any money on food while going from point A to B; they eat before they leave or after they arrive at their destination. Eight percent responded that they bring their own food; four percent said they eat before they go through security and another four percent purchase food to eat while on the plane. Several others commented that time and circumstances dictate where and when they eat while traveling.

"Travelers are spending their spare time by taking advantage of the dining establishments offered post-security," says John McCarthy, president, GO Airport Express. "Airports might benefit by increasing the number and types of restaurants to accommodate the many tastes and budgets of its flying customers."

South Carolina Gets Smokin' New Dickey's in Columbia

A TODAY'S GROCER
Exclusive Report

Dickey's Barbecue Pit, the world's largest barbecue franchise, opened its newest location in Sparkleberry Square in Columbia, SC, on June 8. The new location is located at 10136 Two Notch Road. In celebration of the opening, Dickey's gave each of the first 100 customers a free pulled pork big barbecue sandwich.

Donnell Brown is the owner of this location. His son Jason Brown is the general manager of this location. Here is a quote from Jason Brown: "I chose to work with my dad for several reasons. Growing up in South Carolina, barbecue has always been near and dear to my heart. My dad was convinced that Dickey's is a cut above any other barbecue he has ever had so that helped win me over. Also the opportunity to become an entrepreneur and work side by side with my dad was too enticing to pass up! I cannot think of anyone else I'd rather be in business with—he's my best friend."

"We're very excited to be bringing Dickey's Barbecue to the area," said franchise owner Donnell Brown. "The response has been overwhelmingly positive—customers are eager for us to open."

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"Dickey's has been serving authentic mouthwatering barbecue for over 70 years," said Brown. "We're happy to be bringing that tradition to Columbia."

"It is always exciting to open a new restaurant location," said Roland Dickey, Jr., president of Dickey's Barbecue Restaurants, Inc. "Our growth rate has been phenomenal and we are happy to be adding another location to South Carolina."

"Our brand is gaining momentum across the country," said Joette Young, director of marketing at Dickey's Barbecue Restaurants, Inc. "It is exciting to open a new store and we look forward to opening many more."

"We're very excited to be bringing Dickey's Barbecue to the area," said franchise owner Donnell Brown. "The response has been overwhelmingly positive—customers are eager for us to open."

"Dickey's has been serving authentic mouthwatering barbecue for over 70 years," said Donnell Brown. "We're happy to be bringing that tradition to Columbia."

"I visited the Dickey's Barbecue in Taylors, South Carolina and the quality of food was excellent," said Donnell Brown, who has lived in Columbia for the past 20 years.



■ DICKEY'S BARBECUE PIT opened its newest location in Sparkleberry Square in Columbia, SC, on June 8. The new location is located at 10136 Two Notch Road.

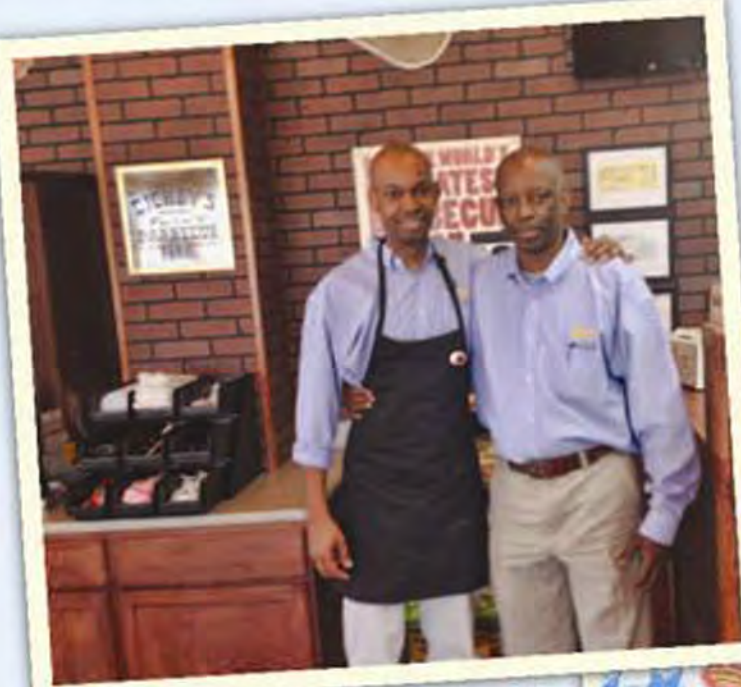
"The restaurant business has always appealed to me as something exciting to invest in," said Donnell Brown. "The fast-paced nature of a quick serve restaurant, combined with the reward for hard work really drew me to opening up my own franchise."

There are currently three Dick-

ey's locations in South Carolina. The other two locations are in Gramling and Taylors and are owned and operated by Todd Brents.

Founded in 1941, Dickey's Barbecue Restaurants began in Dallas, Texas. More than 70 years later, Dickey's is now the world's

largest barbecue chain. Since 1941, the world's largest barbecue franchise has offered free kids meals every Sunday and affordable family packs designed to bring the whole family together for dinner.



■ OWNER/OPERATOR Donnell Brown (right) and his son, Jason. Jason is the General Manager of this location.



■ The Dickey's catering van.



■ Dickey's has been serving authentic mouthwatering barbecue for over 70 years.

El Rey de los Precios Bajos

Monterrey Supermarket #3 Debuts

Store Growth Continues

A TODAY'S GROCER
Exclusive Report

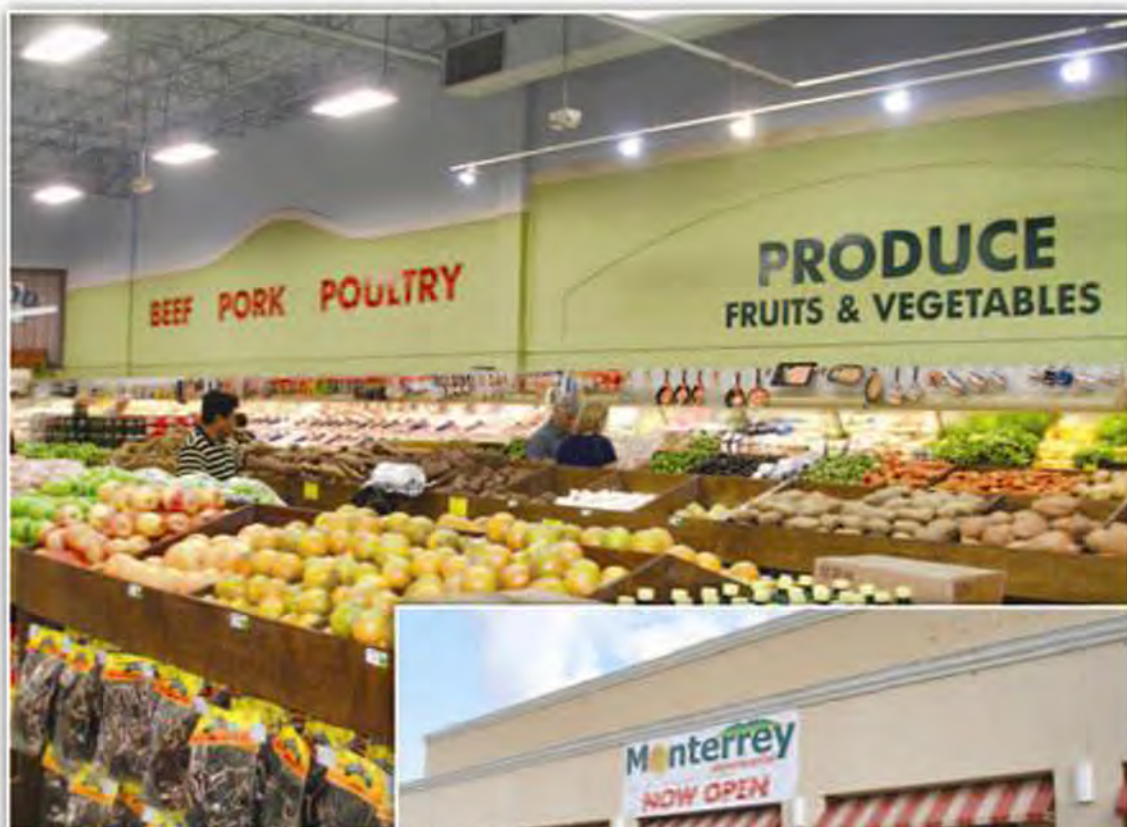
Rafael Diaz, who has been a role player in South Florida food retailing for 23 years, recently opened his third Monterrey Supermarket in Palm Beach County. The new 28,000 sq. ft. showplace is located in Woodlake Plaza at 5851 Lake Worth Road in Greenacres, Florida – a short distance away from his smaller original store located at 5100 Lake Worth Road. Another Monterrey (store #2) is located in Delray Beach in south Palm Beach County.

Monterrey #3 is supplied by Associated Grocers of Florida, Inc. and operates as an IGA retailer. Monterrey Supermarkets are proud of their moniker 'El Rey de los Precios Ba-

jos' – 'The King of Low Prices'. Supporting its Grand Opening on July 4, was a full-color four-page circular offering deeply discounted low sale prices along with many BOGO deal offers.

The expansive store features large produce, meat and seafood departments to the right as one enters the store. Immediately to the right, upon entering is a sit-down cafeteria area, featuring fresh-baked Latin pastries and warm Cuban bread. In the back of the store is a large Kids Playground area, featuring a bounce house, many coin-operated machines and coin-operated pony ride.

Assuring that shopper transactions will flow smoothly at each of the seven checkouts, is state-of-the-art technology provided by Dorral, FL-based Tecnica.



■ MONTERREY SUPERMARKET #3 is now open at 5851 Lake Worth Road in Greenacres, Florida. The new superstore is the second store for the company in the city of Greenacres.



■ OPENING DAY CONGRATS – Monterrey #3 Store Manager Fabio Losada (center, right) and Xiomara Galindo (sister of store owner Rafael Diaz) receive congratulations from Associated Grocers of Florida President Chris Miller (center, left) and the AG of Florida Executive Team: Gregg Young, Amaury Portela, Chris Lavoy and Lou Moore (right).



■ SEAFOOD DEPARTMENT Manager Alexander Gomez.



■ One of the grocery aisles, pictured from the front of the store, looking toward the rear.



■ MONTERREY STORE MANAGER Fabio Losada (left) receives opening day congratulations from Tecnica Business Systems Project Manager, Carlos Sanchez.



■ MONTERREY Owner/operators Tammy and Rafael Diaz and their children – Kendal age 6, Roman age 8 and Christian age 10.



■ The store features a large meat department to satisfy the pallet of a diverse ethnic clientele.



■ A unique feature of the new store and one sure to be popular with its littles shoppers will be the sizeable children's playground, located in the rear of the store.



■ Sit-down cafeteria area located at the front of the store.

Lakeland Division

Publix and Customers Raise Over \$429,000 for Non-Profit Organizations

Through its 2011 holiday Food For All point-of-purchase fundraiser, Publix Super Markets' Lakeland Division and its customers collectively raised \$429,665.23 to benefit local charitable organizations. The annual fundraiser, which features burgundy and gold boards stocked with \$1, \$3 and \$5 donation coupons, appeared at checkout stands from November 13 - December 24. Customers donate to the program by handing a donation coupon to the cashier to be scanned, and the amount is added to the customer's grocery total. The year prior, \$354,239.76 was raised.

Proceeds from Publix Lakeland Division's 2011 Food For All program will benefit 16 regional non-profit agencies. The beneficiaries include: Agape Food Bank (c/o Catholic Charities), All Faiths Food Bank, Charlotte County Homeless Coalition, Feeding America of Tampa Bay, Guadalupe Center of Immokalee, Harry Chapin Food Bank of Southwest Florida, Immokalee Child Care Center, Lake Cares Food Pantry, Mayor's Feed the Hungry Program, Meals on Wheels Plus, Neighborly Care Network-Sunshine Center, The Salvation Army of Hillsborough County, Suncoast Food Bank, Trinity Café, The Volunteer Way and We Care Food Pantry. Check presentations took place in May.

"We are so thankful for the continued generosity of our customers, and the dedication of Publix associates to our annual Food For All campaign," Shannon Patten, Media and Community Relations Manager for Publix Super Markets-Lakeland Division, told TODAY'S GROCER. "In 2011 we increased our contributions by more than \$75,000, and we are thrilled with the results."



■ **AGAPE FOOD BANK:** Shannon Patten-Media & Community Relations Manager, Publix Super Markets Lakeland Division, Representative from Agape Food Bank and Greg Chambliss-Publix.



■ **ALL FAITHS FOOD BANK:** Representative from All Faiths Food Bank, Terry Ball-Publix and Shannon Patten-Media & Community Relations Manager, Publix Super Markets Lakeland Division.



■ **CHARLOTTE COUNTY HOMELESS COALITION:** Shannon Patten-Media & Community Relations Manager, Publix Super Markets Lakeland Division, Representatives from Charlotte County Homeless Coalition and Brett Tessier-Publix.



■ **FEEDING AMERICA OF TAMPA BAY:** Jim Bushee-Publix, Representative from Feeding America of Tampa Bay and Shannon Patten-Media & Community Relations Manager, Publix Super Markets Lakeland Division.



■ **GUADALUPE CENTER OF IMMOKALEE:** Shannon Patten-Media & Community Relations Manager, Publix Super Markets Lakeland Division, Scott Kiesel-Publix and Representatives from Guadalupe Center of Immokalee.



■ **HARRY CHAPIN FOOD BANK OF SOUTHWEST FLORIDA:** Shannon Patten-Media & Community Relations Manager, Publix Super Markets Lakeland Division, Representative from Harry Chapin Food Bank of Southwest Florida and David Barth-Publix.



■ **IMMOKALEE CHILD CARE CENTER:** Representatives from Immokalee Child Care Center, Shannon Patten-Media & Community Relations Manager, Publix Super Markets Lakeland Division and Scott Kiesel-Publix.



■ **LAKE CARES FOOD PANTRY:** Representatives from Publix and Lake Cares Food Pantry.



■ **MEALS ON WHEELS PLUS:** Shannon Patten-Media & Community Relations Manager, Publix Super Markets Lakeland Division, Representatives from Meals on Wheels Plus and Tim Henning-Publix.



■ **NEIGHBORLY CARE NETWORK:** Representatives from Publix and Neighborly Care Network.



■ **THE SALVATION ARMY-HILLSBOROUGH COUNTY:** Jim Bushee-Publix, Representative from The Salvation Army-Hillsborough County and Shannon Patten-Media & Community Relations Manager, Publix Super Markets Lakeland Division.



■ **SUNCOAST HARVEST FOOD BANK:** Shannon Patten-Media & Community Relations Manager, Publix Super Markets Lakeland Division and Representative from Suncoast Harvest Food Bank.

Shop 'N Save Brings Grocery Group Buying Power to Region

Shop 'n Save, the independently owned and operated grocery chain with more than 70 stores in Western PA, Ohio and West Virginia, has announced a partnership with grocery group buying deal site Aisle50. The partnership will bring customers savings on brand name products at Shop 'n Save locations throughout the region.

Aisle50 works on a similar platform to daily deal sites like Groupon and LivingSocial, but focuses entirely on the grocery industry to ensure that users receive extraordinary savings on products they use every day. Shop 'n Save, and Pittsburgh represent the second market for Aisle50,

which launched last year in the Raleigh-Durham area of North Carolina.

"Partnering with Aisle50 allows Shop 'n Save to provide its most loyal customers with a brand new way to save on products they use every day," said Pete Bazanos, E-Marketing Manager, SUPERVALU, which supplies the independently owned and operated Shop 'n Save stores. "Group buying and daily deal sites are becoming a bigger part of consumers' daily lives, and we are thrilled to find a partner who works to find deals that help our shoppers save money on what they purchase the most."

Aisle50 users receive an email notifying them of a deal on a grocery item at a savings of between 30 to 60 percent off and can purchase the deal online. The deal is loaded directly to their Shop 'n Save, Perks Card. To redeem the deal, members visit their local Shop 'n Save.

"Pittsburghers are a group of tech savvy people with a great passion for saving money and finding a great deal," said Christopher Steiner, Co-Founder, Aisle50. "We could not be more excited to launch our program in such a vibrant community and with a great partner like Shop 'n Save."



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