

TODAY'S GROCER

© TGLLP / Volume 55 / No. 8

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Kevin Elliott Joins Nash Finch

To Head Wholesale/Retail



■ KEVIN ELLIOTT

Nash Finch Company, announced that Kevin Elliott has been appointed as the Company's Executive Vice President, President & Chief Operating Officer - Nash Finch Wholesale/Retail. Elliott, age 46, who previously served as

Senior Vice President of Merchandising, Logistics and Marketing at Seven Eleven Inc., joined the company on November 26.

Elliott worked at 7-Eleven from 2001 to 2010, where he was responsible for overseeing the corporate store and franchise operations as well as 7-Eleven's national distribution network comprised of 26 distribution centers. Elliott led many sales growth initiatives for the organization, and delivered a steady increase of consecutive, annual same-store sales for 8 years while maintaining strong margins. Elliott has worked as a consultant with a focus on re-

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Bay Area's Guckenheimer Food Service Names Randall Boyd as CEO/COO



■ RANDALL BOYD

Guckenheimer, the San Francisco Bay Area-based food service company that pioneered restaurant style dining and innovative nutrition programs for the corporate market, named Randall Boyd as CEO and chief operating officer. Boyd succeeds co-founder

Jeanie Ritchie, who will continue to serve as executive chairman of the board.

"Randall is a true leader with a proven track record of success and the big-picture thinking we need to bring Guckenheimer into a new era," said Ritchie who offered him the position following a senior level

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Back to the Beach!

Much Anticipated Publix at North Shore Opens on Miami Beach

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Kosherfest Featured Foods from Israel to Africa to Vietnam

Embodies the expansion of the kosher industry

With kosher products from Israel to Africa to Vietnam, the Philippines to Argentina, the 24th annual Kosherfest trade show broke new ground in terms of the array of new products. Nearly 6,000 kosher food and beverage buyers and industry professionals attended the international trade event, held last month at the Meadowlands Exposition Center in Secaucus, NJ.

"This year's show, in terms of the products exhibited by companies from around the world, embodies the expansion of the kosher industry," said Menachem Lubinsky, President of Lubicom Marketing Consulting, which co-produces the annual show with Diversified Business Communications. "It has come a long way from the traditional notion of kosher. Kosher today has truly become a worldwide phenomenon."

For example, Eatem Foods featured Kosher Vietnamese Vegetable Pho Base, a foodservice product that captures the unique flavor of this popular broth. Many coconut-based kosher products from the Philippines were introduced at the show for the first time, including coconut cider vinegar. The influence of Asian cuisines was seen in many new kosher products this year, including Mikee Sugar Free Thai Peanut Dressing from Exotic Sauce Packaging, Blue & White Food's Thai Style Turkey breast, and Dr. Praeger's Bombay Curry Vegetable Burger; Africa Kosher Safaris of-



■ BIG BUSINESS - With kosher products from Israel to Africa to Vietnam, the Philippines to Argentina, the 24th annual Kosherfest trade show broke new ground in terms of the array of new products. Nearly 6,000 kosher food and beverage buyers and industry professionals attended the international trade event, held recently at the Meadowlands Exposition Center in Secaucus, NJ.

ferred kosher travelers tours of the African bush while enjoying top quality kosher cuisine, prepared under the strictest kashrus supervision.

In addition, a plethora of new dietetic products, including Skinny Creations meat-free meatballs and couscous, a large selection of gluten-free breads and upscale

desserts and cookies, products made with quinoa, and the ever popular kosher, herb-infused sausages. Facon, the kosher beef plate version of "fake bacon", as marketed by Jack's Gourmet, was a big hit too, as the kosher consumer now looks for kosher ver-

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■ Representatives from Stater Bros. Markets recently presented a \$30,000 check to the San Bernardino National Forest as the third and final installment of a partnership with Coca-Cola to replant 100,000 trees to help restore Southern California's San Bernardino National Forest. Pictured (l to r) are Susan Atkinson, Stater Bros. Vice President Corporate Affairs; Mary Beth Najera, Forest Resource Officer; Tom Gillett, Deputy Forest Supervisor; Jack H. Brown, Stater Bros. Chairman and CEO; Jody Noiron, Forest Supervisor; and Marilyn Ryan, Stater Bros. Director Special Projects. (PRNewsFoto/Stater Bros. Markets)

Stater Bros. Markets Presents \$30,000 to San Bernardino National Forest

Stater Bros. Markets recently presented a check in the amount of \$30,000 to the San Bernardino National Forest. This is the final installment of a \$100,000, multi-year commitment to replant 100,000 trees in the San Bernardino National Forest.

In 2009, Stater Bros. Markets and Coca-Cola Refreshments joined forces to help the local mountains, which were severely impacted by devastating wildfires in 2003 and 2007. Each spring since then, these funds have been used to replant native trees to help revitalize the damaged forest areas in the San Bernardino National Forest. This funding will continue to be used for several more planting seasons.

Stater Bros. Chairman and Chief Executive Officer Jack H. Brown, who is a former member of the Del Rosa Hot Shots, an elite firefighting crew, stated, "Helping the com-

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Foodservice Increasingly Becoming C-stores' Most Profitable Category

Foodservice is a key area of opportunity for convenience stores. As revenues from gasoline and tobacco products fall, foodservice sales are increasingly becoming convenience stores' most profitable category.

C-store foodservice is an \$11 billion industry and the second largest retail host foodservice category behind supermarkets. The c-store segment comprises about 29 percent of retail foodservice and almost 2 percent of the total foodservice industry. Technomic projects that c-store foodservice will grow nominally by 2.5 percent over each of the next two years.

"Convenience stores have shifted their focus to provide a wider variety of fresh, high-quality food offerings to help gain a greater share of stomach and compete with

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Shoprite Opens New Supermarket In Slingerlands, NY

ShopRite Supermarkets, Inc., which operates 31 ShopRite stores in New York and New Jersey, including recently opened locations in Niskayuna and Albany, NY, held the grand opening of its new 65,000 sq. ft. full-service ShopRite of Slingerlands, located at the Vista Technology Campus at Vista Boulevard (Lagrange Road) off Route 85 in Slingerlands on September 30.

In addition to a broad array of groceries, fresh produce and locally sourced products, the store has the services that ShopRite customers have come to expect including: a wide variety of meats and fresh seafood; on-premise bake shop; 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 Slingerlands offers its 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 Slingerlands is the presence of a Wi-Fi lounge, where shoppers can have lunch or enjoy a cup of coffee while browsing the Internet on their personal devices.

Additionally, for the convenience of its shoppers, ShopRite has partnered with the CDTA to establish a shared use park and ride lot for commuters. CDTA bus Route 13 New Scotland and Route 18

Continued on **PAGE 13**



■ Representatives from ShopRite Supermarkets, Inc., and local dignitaries, cut the ribbon to officially celebrate the grand opening of the new 65,000 sq. ft. full-service ShopRite of Slingerlands, located at the former Vista Technology campus, on Sunday, September 30, 2012. Pictured (left to right): Ken Youmans, Store Director, ShopRite Supermarkets, Dave Figurelli, President and Chief Operating Officer, ShopRite Supermarkets, Albany County Executive, Dan McCoy, Joe Nicolla, president, Columbia Development Companies, Dominic Ausanio, Store Director, ShopRite Supermarkets, Town Supervisor of Bethlehem, John Clarkson, New York State Senator, Neil Breslin and Tom Urtz, Vice President of Human Resources and Community Affairs, ShopRite Supermarkets. The store is the third of four ShopRite stores planned for the region.

TODAY'S GROCER

The Readers' Choice in the Food Industry
TODAY'S GROCER LLC. PUBLICATIONS
ISSN 1529-4420
Serving the Food Industry Since 1956

Editorial and business offices located at:
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Each month over 19,000 copies of TODAY'S GROCER are distributed to chain and independent retailers (of all sizes) at both headquarter and store levels, as well as manufacturers, brokers, wholesalers, distributors, and other allied members of the trade.

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4 Meat



Jennie-O Gives Breakfast A Wake-Up Call

Large-Scale Marketing Effort for Its New and Improved Turkey Bacon

With busy lives, it's often tempting to forego the most important meal of the day—breakfast. As a leader in the turkey industry, Jennie-O is inviting Americans to give breakfast a wake-up call through a broad-reaching marketing effort, including advertisement during the broadcast of baseball's biggest event, to support the launch of its new and improved Jennie-O turkey bacon.

The launch of its new and improved turkey bacon is part of an ongoing campaign from Jennie-O to help the world discover the great taste of turkey. Based on the idea that people would be interested in switching to delicious turkey if they had a chance to try the company's products in a familiar environment, Jennie-O has gone to high-profile locations in Los Angeles, New York and Boston to show the world the great taste of turkey. The current chapter of the campaign shows how Jennie-O helped the residents in the peaceful village of Sleepy Hollow, New York give breakfast a wake-up call. A breakfast-focused television ad is a central effort within the

marketing campaign and is now running nationally.

Jennie-O turkey bacon makes it easy for a nation of tried-and-true bacon lovers to enjoy the delicious bacon flavor and crisp texture they crave. Jennie-O turkey bacon has 60 percent less sodium and 60 percent less fat than conventional pork bacon, according to USDA data. Per serving, sodium has been reduced from 340 mg to 130 mg. The product contains no MSG, no high-fructose corn syrup, no artificial sweeteners, no trans fats and no partially hydrogenated fats. It is gluten-free. Jennie-O turkey bacon is available in a zipper package to keep it fresh. It joins a full suite of Jennie-O breakfast products including turkey breakfast sausage links and patties, as well as lean ground turkey. Jennie-O turkey bacon is available in stores across the country.

"Jennie-O is on a mission to show the world how easy and delicious it is to eat well. Through its highly visible Make The Switch® campaign, the company has energized the turkey category and amplified awareness of the Jennie-O brand across its product lines," said Jen Ehresmann, Jennie-O Turkey Store Director of Marketing. "Our current focus is breakfast because we believe in the importance of adding nutritious protein during the morning meal—to ensure the day begins right."

Omega-3 Ground Beef! Are You Kidding Me?

GreatO Coming to Stores

Finally consumers who wish to supplement their diets with additional omega-3's can turn to something besides fish and supplements. NBO3 Technologies' 10 years of research and development means consumers soon will be able to get the benefits of omega-3 fatty acids from the company's new GreatO Premium Beef, Premium Chicken, Premium Pork (and bacon), as well as Premium Dairy (milk, butter and cream) products. In the next few weeks, the company will introduce its GreatO Premium Meats, initially with its first to market GreatO Premium Ground Beef product in selected grocers, followed by an intensive, region-by-region roll out in 2013.

GreatO is the first and only USDA

labeled ground beef product naturally abundant in omega-3 fatty acids. GreatO delivers a truly differentiated, natural health benefit to consumers through products consumed with great frequency.

For people who love the great flavor of beef and are looking for healthy, holistic options, GreatO Premium Beef is a great choice. The cattle are raised on a diet naturally rich in healthy omega-3 fatty acids. Each bite is packed with nutrients from healthy oilseeds and other natural whole grains high in protein and omega-3 fatty acids. The result is a delicious, tender beef, with all the flavor and high-quality protein many crave.

Initially GreatO 80/20 Premium Ground Beef will be sold in 1 lb.



loaves or brick packages. Other beef product offerings include frozen patties, fresh patties, steaks and roasts.

"We are so confident in our proven process. GreatO is the only product on the shelf that prominently displays the omega-3 fatty acid levels on our USDA-approved label," says Todd Hansen, CEO of NBO3 Technologies, LLC. "For over a decade we have been working on revolutionizing how to not only make products that are healthier for consumers, but in turn make the animals healthier. And yes, we are offering beef with naturally abundant omega-3 fatty acids by feeding animals an omega-3 rich diet. We are truly making every bite count for the animals and for humans, alike."



Moo & Oink has announced the return of Moo & Oink Pork Chitterlings.

Moo & Oink Adds Chitterlings

Moo & Oink has announced the return of Moo & Oink Pork Chitterlings. The product is now on the shelves of grocery stores in the Chicagoland area. Chitterlings are commonly referred to as chits or chitlins.

"We know Moo & Oink Chitterlings were very popular in Chicago and have been missed over the last year," said David L. Van Kampen, president and COO of Moo & Oink. "We took the time to perfect our process and can now offer chits for the holidays."

Moo & Oink Chitterlings are pig intestines that are double-washed, packed in water, and then frozen. Chits are most typically prepared by cleaning and rinsing and then boiled or stewed for several hours. Chits sometimes are battered and fried after the stewing process and commonly are served with cider vinegar and

hot sauce as condiments.

Enjoyed in most pork-eating countries around the world, in the United States chits are a Southern or an African American culinary tradition. Considered a delicacy in South Carolina and other parts of the South, an annual "Chitlin Strut" in Salley, South Carolina, drew 70,000 people last year. It is estimated that 128,000 pounds of chits have been consumed during the festival's history since it began in 1966. Although frequently served with rib tips or fried chicken, many families especially enjoy chits for special occasions such as Thanksgiving and/or Christmas.

Since the brand name Moo & Oink has such strong recognition, Van Kampen is committed to providing quality Moo & Oink products for its fans. Moo & Oink, LLC, is a joint venture between Best Chicago Meat Company and Dutch Farms.

China's Demand for Pork Could See Corn Imports Reach 20 Million Tons Per Year

Rabobank has published a new report looking at China's increasing role in the global pork industry, particularly the rising influence that China's fluctuating imports have in affecting global supply and demand balances and prices.

In the report, titled "The Industrialization of China's Pork Supply Chain," Rabobank's Food & Agribusiness Research and Advisory group says that if current trends in China's pork production and industrialization continue, corn imports could approach 20 million tons per year within a five-year time frame. This is one of the changes in the landscape of China's pork industry that will have major reverberations on world markets.

The pace and success of the industrialization that is rapidly taking place across China's pork sector will be a major determinant of whether China will move back towards self-sufficiency or become an even bigger importer. If China could improve its corn yields and swine feed conversion ratios towards U.S. levels, then goals of self-sufficiency are achievable. If China does not have to import pork, it would need to import corn, and if current trends in China's pork production and industrialization continue, corn imports would rise significantly.

China has recently been importing over 0.4 million tons of pork per year, in a world market with trade of less than 7 million tons per year. In Rabobank's view, China is likely to continue to be an importer of both pork and corn for the foreseeable future, but how much of each will depend on improvements in the supply chain. China's pork supply chain is in a transition period, shifting from traditional household farming to modern commercial systems. While both farms and processing plants are growing rapidly in size, coordination between the two remains undeveloped. The pork supply chain is still based on the spot market in most cases.

China's chances for self-sufficiency in pork is boosted by its great potential for improvement in hog productivity and a strong consumer preference for fresh meat. It also has a lack of comparative advantage in land intensive agriculture (e.g., for growing corn), so it should import this type of commodity rather than producing it, and focus on areas such as pork production. However, challenges in achieving success in pork production include the continuation of disease problems, food safety issues, logistics, and the lack of a cold chain.

Publix Director Emeritus

Food Industry Mourns Passing of Mark Hollis

Mark C. Hollis, retired Publix president and director emeritus, passed away, December 7, at Lakeland Regional Medical Center. He was 78.

Hollis was born and raised in Lakeland, FL. His Publix career spanned almost 60 years, beginning in 1946 at the age of 12 where his first job was bagging potatoes. He worked in all areas of the company serving as store manager, director of personnel, director of warehousing and distribution, and vice president of public relations and public affairs. In 1974 he was elected to Publix's board of directors. He served as the company's president from 1984 until 1996, when he was elected vice chairman of the board. He retired in 1999 and remained on Publix's board of directors until 2005, when he was honored as director emeritus.

"The Publix family is deeply saddened by the loss of a great leader and co-worker who made significant contributions to the growth and success of our company,"



■ Mark C. Hollis

said Publix CEO Ed Crenshaw. "Mark will be sorely missed by his family, our associates and the community. He was a Publix icon who had a way of captivating an audience when he spoke. Most recently, in February of this year, he addressed our Miami Division leadership team for their annual conference and spoke about not looking back on the good old days, but moving forward to the bright future of our company; a message that will long resonate with our managers."

Mark earned a bachelor's degree in management and marketing from Stetson University in 1956 and a master's in business administration from Michigan State University. He also was awarded honorary doctorates from Stetson University and Florida Southern College. In 1996 he received the Sidney R. Rabb award, Food Marketing Institute's highest recognition of supermarket industry leaders. He was a co-founder and chairman emeritus of Florida TaxWatch and chairman of

the Florida Retail Federation.

Mark and his wife, Lynn, were philanthropists generously giving back to numerous organizations including Florida Southern College, Stetson University, All Saints' Academy and Lakeland Regional Medical Center. For the enjoyment of Lakeland's residents and visitors, Mark and Lynn also funded the development of Hollis Gardens.

In his free time he enjoyed playing tennis, sculpting, traveling to his mountain home in Franklin, N.C. and spending time with his wife, their three sons and 11 grandchildren.

He is survived by his wife of 57 years, Lynn, sons, Clayton (Bev), Publix Vice President of public affairs, Jack (MaryLee) of Babson Park, FL, Dean (Lisa), of Omaha, NE and 11 grandchildren: Justin (Rachel), Barrett, Kaley, Clay, Darrica, Will, Jill, Eric, David, Trent and Megan.

Memorial services were held at First United Methodist Church in Lakeland on December 8.

Leadership Changes at Delhaize America



■ BETH NEWLANDS CAMPBELL

Delhaize America has announced changes to its leadership structure. Under the leadership of CEO Roland Smith, the restructuring was conducted to provide greater clarity of responsibility and accountability, and improve results across the organization. The following changes are now in effect:

■ **BETH NEWLANDS CAMPBELL**, formerly President of Hannaford Supermarkets, has assumed the role of President, Food Lion and Harveys.

■ **MIKE VAIL**, formerly president of Sweetbay Supermarkets, becomes Chief Supply Chain Officer, Delhaize America.

■ **BRAD WISE**, formerly Senior Vice President of Human Resources, Delhaize America, has been named President of Hannaford and Sweetbay.

■ **GREG AMOROSO**, formerly Senior Vice President, Business Service Center and Sustainability, will become Chief Financial Officer, Delhaize America.

■ **DAVID CRISCIONE**, formerly Senior Vice President of Strategy, Marketing, and Business Development, Hannaford Supermarkets, will become Chief Strategy and Development Officer, Delhaize America.

■ **MEG HAM** continues in her role as President of Bottom Dollar Food.

■ **LINN EVANS** continues in his role as Senior Vice President, Legal and Government Affairs, Delhaize America.

■ **DEBORAH DIXSON** continues in her role as Chief Information Officer, Delhaize America.

The results of the structural changes involve significant movement for individuals who have held top leadership positions within Delhaize America and its companies for some time.



■ BRAD WISE

Mr. Food Remembered

The founder of Mr. Food, Art Ginsburg, died in his home in Weston, FL after a struggle with pancreatic cancer, at age 81. The company announced his passing on November 21. The syndicated 90-second TV cooking segments Ginsburg starred in for more than 30 years celebrated simple, home-cooked meals that anyone could make. His good humor and fun-loving attitude toward cooking was exemplified by his famous sign-off tagline, "OOH IT'S SO GOOD!!!"

The self-taught cook simplified recipes for a busy, at-home audience and made the process look fun, all of which led to the show's popularity. Though he produced 230 segments annually, appeared regularly on QVC, wrote 52 cookbooks and sold more than 8 million copies through the years, those who knew him say Ginsburg remained approachable and loveable. His belief in convenience and ease of cooking in an age of upscale chef shows made him a standout since his first television debut in 1975 on a local morning talk show in upstate New York.

Today, the Mr. Food Test Kitchen produces segments that air on 125 stations throughout the country and continues to grow their website, mrfood.com, which has more than 1.7 million unique vis-



■ **ART GINSBURG** (right) in his Mr. Food Test Kitchen with company COO **Howard Rosenthal** (left), a partner and the creative inspiration for the brand for the last 20 years, who will continue the company's operation.

itors per month. COO Howard Rosenthal, a partner and creative inspiration for the brand for the last 20 years, will be the face of the company moving forward. In

addition to his wife, Ethel, of 57 years, survivors include sons Steve and Chuck; daughter, Caryl Ginsburg Fantel; and six grandchildren.

Direct Fresh Marketing

South Florida Produce Exporter

Lake Worth, FL-based Direct Fresh Marketing is one of the leading, fully-licensed produce exporters in West Palm Beach, Fort Lauderdale, Miami and all of South Florida.

Direct Fresh specializes in the consolidation and exporting of the freshest quality produce, meat, dairy and dry goods for all your complete Caribbean and International produce shipping needs.

Many clients utilize the option of consolidating their produce with dry goods, meats, frozen foods, dairy and even appliances. Direct Fresh Marketing can order these items for you or they can be delivered to our warehouse and consolidated for you at very competitive rates.

Direct Fresh Marketing inspects all goods individually and ensures that they are ready for shipment to its customers around the world.

The company occupies a 44,000 sq. ft. warehouse



that they use for storing non-perishable items, to be shipped in the future. Produce and dairy products are ordered on a week to week basis to suit the customer's needs in order

to guarantee the highest possible quality control.

Direct Fresh Marketing, Inc. by way of its computerized management systems and outstanding customer service department offers the highest level of quality control and customer satisfaction for Produce Wholesale.

At Direct Fresh Marketing, Inc., their customers' needs always come first. The company's reputation for the services they provide to its customers is second to none in Caribbean Produce Export.

Direct Fresh Marketing, Inc. is located at: 6796 Lantana Road, Lake Worth, FL 33467. Tel: (561) 967-9655; Fax: (561) 967-9614.

Coconut Milk: The Very Versatile Money Maker

And So Tasty Too!

By: **PATRICK CHA-FONG**

With all the high-profile promotional products in the food store that are traditionally promoted and displayed, it is often possible to overlook staple ethnic items that have high profit margins and make a significant impact to your bottom line. One such product that offers a wealth of promotional opportunities is coconut milk.

Your customers deserve high-quality coconut milk – and they are looking for it in your store!

Coconut Milk is an integral ingredient in many dishes, including – Chinese, American, African, Caribbean, and Asian Pacific Rim. In my cooking at home, I find that I frequently use coconut milk in savory dishes, desserts and beverages. Coconut milk can also be used frequently as a substitute for regular milk in many recipes. It has amazing texture and flavor without some of the worries that come with consuming dairy products.

What is Coconut Milk?

Coconut Milk is produced from the pulverized flesh of coconut and is blended with water. In the supermarket, it will frequently be found in the Caribbean or Ethnic Food Section.

Coconut is naturally high in fat, with a majority of that coming from saturated fat. Unlike many other foods that are high in saturated fat, however, coconut contains no cholesterol. It is also high in important minerals, such as: iron, potassium, magnesium and others.

Coconut Milk can be used in many recipes such as: making "Caribbean Style" rice and peas; add it to create an appealing soup; simmer your favorite fish in a tasty coconut broth made with coconut milk; use it to make de-



lectable desserts such as dairy-free ice cream, flan, or even pudding.

Not All Are Created Equal

There are many different brands of coconut milk in the marketplace, but they are not all

the same. At Kingston-Miami Trading Company we produce an extensive line-up of canned coconut milk in a variety of sizes, under our exclusive brands. These brands include: JCS Reggae Country Style®, Mrs. Chris®, Jamaicaaway®, Chaomilk®, Sak Pase®, Barba-

dos Crop Over®, Trinidad Best®, Jamaicaaway, and Guyanaway®. Our coconut milks are Grade A and Gold Medal recipients meaning you can sell them with total confidence. They are rich, thick, creamy and oh so delicious! Best of all your customers already know how to use them to make a wide range of mouthwatering meals. Our website is a great source for recipes that use our coconut milk. Just visit <http://www.JCSKitchen.com> and click on the "Recipes" tab at the top of the page.

Need Help? Get It!

Coconut Milk (as do many Caribbean products) sells in volume. Big volume! It is not unusual to see a beautiful and fully-stocked Caribbean or International Foods section be full early in the morning... and completely decimated before the end of the afternoon! When making your decision as to vendor/suppliers, make sure you choose a company that can offer a wide selection and outstanding merchandising support. These are two of the primary ingredients that make Kingston-Miami Trading Co. a clear leader in our field.

So, get on the coconut milk bandwagon. Get cookin' – and see what Kingston-Miami Trading Co.'s wide selection of Coconut Milk can do for you!

The author is a renowned chef, culinary expert, and President of Miami-based Kingston-Miami Trading Company. Kingston-Miami Trading Co. just celebrated its 30th Anniversary and is the producer and distributor of leading food products for Caribbean and International cuisines. Mr. Cha-Fong was recently honored at the Jamaican 50th Anniversary Gala by Jamaican Council General, Sandra Grant Griffiths for his significant role in impacting the Southern U.S. Jamaica Diaspora Community and his contributions to his homeland.

Full End Caps Are Not Shopper-Friendly!

BY **ALISON SHEA**

Wouldn't you think a store would want shoppers to buy stuff?

Take end caps, for example. The idea is to draw my attention to a desirable product, maybe something on sale, which I might have otherwise missed, right? When an end-cap display does that for me, I believe I should be able to just grab the carton of ginger ale or whatever, put it in my cart, and move on. Call me crazy, but I don't think I should need climbing gear.

I'm thinking back to the Fourth of July. We had invited relatives over for a cookout and lawn games. I hit my local grocery store on my quest for burgers and dogs, and then came the hassle of buying the drinks. Satisfying all the different preferences of my extended family members requires multiple cases of soda and juice, and don't even get me started on the beer drinkers!

So perhaps you can imagine my delight when I found a huge display of various brands of soda, stacked floor to ceiling at the end of an aisle. How convenient, I thought at first. Only problem was, two of the brands I wanted were stacked too high for me to reach – 10 cases high! My dilemma: Do I climb up on my cart, trying to keep my balance while reaching for the top case, potentially causing myself injury and embarrassment and/or knocking cases to the floor, cans bursting like wet, sticky fireworks? Or do I track down a stocking clerk for assistance?

I chose option number two. I parked my cart and went looking for help. Eventually, I tracked down a nice young man named Justin, a high-school-aged clerk who was busy climbing up and down a ladder to re-stock the thousand-island and ranch salad dressings. He came to assist, bringing his ladder with him. Mission accomplished.

On the way to my car later, I thought to myself, what if Justin hadn't been there to help me? How long does a display like that go unattended, leaving customers inconvenienced, injured, or forced to go to another store? We put men on the moon but we can't fix this problem? Makes



■ The ADS Box Auto-positioning Display system from Retail Handling Solutions.

no sense to this shopper.

BETTER IDEA

By now you must be wondering, is this malcontent just venting, or does she have a better idea? Glad you asked! As a matter of fact, I do have a better idea, and it's one that solves other end-cap problems as well.

There is a display box that keeps the top layer of stacked bags or cartons at the most convenient height for shoppers – just above the rim of a shopping cart. In your dreams, you say. A dream come true, say I. The ADS™ Box Auto-positioning Display System from Retail Handling Solutions is a movable cube that automatically maintains a display's original appearance even as merchandise is removed.

Ideal for cases of beverages such as soft drinks, bottled water, and beer and for bulk items such as bagged pet food and garden supplies, the ADS Box has a self-leveling platform that

does not require power or compressed air. When the platform is loaded, the heavy-duty springs beneath it compress, leaving the top layer(s) of product accessible to the customer. Because the springs gradually raise the platform as weight is removed, even the bottom row of products is presented to shoppers at the ideal height when it rises to the top. And since the unit requires little or no house-keeping, labor costs are reduced.

More appealing to shoppers than a pallet load of goods placed on the floor, the unit also eliminates another common problem with untended end caps (and pet peeve of mine) – the possibility of tripping over cartons/bags in a messy, picked-over stack.

I bet you're wondering how this nifty invention got its name. While sparing shoppers from unnecessary stretching or lifting, the ADS Box also offers significant marketing opportunities – its four large sides provide plenty of room for product messaging, promotional offers, or branding. Every side has a hinged top rail, a channel wide enough to hold multiple display panels, and a protective outer sheet of plexiglass, so future promotions can be pre-staged and the panels can be switched in seconds. The panels can be

reused, of course, which to me makes more sense than those wasteful cardboard promotional/seasonal displays that are thrown away later.

The whole unit can be wheeled anywhere in the store easily with a hand pallet truck, thanks to its rugged pallet-like base. Typically, the ADS Box is loaded out of sight of shoppers in a store's back room before it is wheeled into position in the store. One side of the box comes off for replenishing the unit with a full pallet of goods, which can be stacked by hand or deposited all at once with a fork truck or pallet stacker.

What more could you ask? An ADS Box at the end of every aisle!

ALISON SHEA is Market Development Manager for Retail Handling Solutions, 866-593-3053 (toll-free), www.retailhandling-solutions.com, sales@retailhs.com

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8 Produce

■ Tanimura & Antle Family Featured in

Field-to-Fork Video Series to Promote Field Fresh Lettuce

The Tanimura & Antle Family is sharing their field-to-fork story with consumers using a video series featuring fourth generation family members as a key promotional tool. The new videos will be featured on retail packages of the grower's Field Fresh Lettuce through QRC's (Quick Read Code) that when scanned, play four videos starting with the field harvest and ending in the kitchen.

Narrated by two fourth generation family members, cousins Brian Antle and Caitlin Antle-Wilson (who work in Harvest and Sales respectively), the videos walk consumers through a complete field-to-fork tour. Starting with how Tanimura & Antle Field Fresh Lettuce moves through the distribution channel, consumers will see first-hand the innovative field packing process, cooling, efficient delivery to market, and ease of preparation. "Showing is much more effective than telling, and using videos paired with QRC technology, we can be very effective in showing where your produce comes from, and how simple it is to prepare field packed lettuce," says Marketing Director, Diana McClean. "We remain committed to building up our video library to meet consumer and trade demand for engaging content about our products that is easy to consume and share," she explained.

Several members of the Tanimura & Antle family are involved in the daily operations of this 30-year farming partnership, working in all disciplines from Sales, Growing and Technology to Community Relations. This includes family patriarchs George Tanimura and Bob Antle, who together bring a focus on product excellence and innovation.

Tanimura & Antle's full line of Field Fresh Packed Lettuce includes Romaine Lettuce, Red and Green Leaf, Endive and Escarole varieties. Research has shown that the line's packaging can increase shelf life by eleven days and reduce shrink by 20% as compared to naked product.



■ CAITLIN ANTLE - Sales



■ BRIAN ANTLE - Harvest



■ Tanimura Antle Field Fresh Romaine Lettuce

Grimmway Farms Introduces New Simply Delicious Carrot Creations

Grimmway Farms has announced the introduction of their new Simply Delicious Carrot Creations - an easy-to-prepare side dish made with fresh nutrient-packed petite carrots. This new product is offered in two varieties, Roasted Garlic & Savory Herb and Honey, Brown Sugar & Cinnamon. Both flavors contain a flavored buttermilk dollop that once heated becomes a perfectly prepared sauce, providing consumers with a convenient new way to enjoy carrots as a delicious, low-calorie side dish or snack.

Simply Delicious Carrot Creations can help health-conscious consumers easily incorporate the nutritious benefits of carrots into their diet. Carrots are an excellent source of beta-carotene, which is the most important plant form of vitamin A. Vitamin A supports healthy eyes and skin and helps to protect against infections. Additionally, carrots promote growth and a strong immune system, and contain phytochemicals—colorful plant compounds—that may offer protection from heart



■ Grimmway Farms Introduces New Simply Delicious Carrot Creations in Roasted Garlic & Savory Herb, and Honey, Brown Sugar & Cinnamon. (PRNewsFoto/Grimmway Farms)

Continued on PAGE 31



Homemade harvey Launches New Flavors, Packaging

Homemade harvey, the leader in refrigerated, squeezable snack pouches aimed at active adults, is taking its popular pouches nationwide. As part of the effort, the company has added two new products to its line, including the first whole grain oat and fresh fruit snack blend in a pouch.

"We originally created the Homemade harvey squeezable snacks to provide a solution for a quick, easy-to-eat snack on the go that's healthy and delicious, but not overly filling," said Theresa Kiene, who co-founded and co-owns Homemade harvey with her husband Matt. "The new longer, leaner snack pouches and new flavors offer a revolutionary way for adults to accommodate a busy lifestyle and still make a healthy choice that tastes great."

Homemade harvey's 100 percent pure fruit snacks are made with organic fruits crushed together and pouches up for easy squeezing. Each 4.5-ounce pouch offers about two servings of chewable crushed fruit and is free from added sugars, colors and GMOs. The snacks have 100 calories or less, are low in fat and rich in antioxidants (vitamins A and/or C).

As part of the national rollout,

Homemade harvey has added two new flavors to its product line: Blueberry Strawberry Apple, which has just 80 calories and is high in Vitamin C, and Apple Pear Ginger and Oats, which is the first pouches fresh fruit snack with whole grain oats. The new Blueberry Strawberry Apple includes organic blueberries, organic strawberries, organic apples, banana, kiwi and lemon peel. The Apple and Oats blend includes whole grain steel cut oats, coconut water, ginger, cinnamon and raisins, provides 90 percent of the recommended daily allowance of Vitamin C and is a good source of fiber.

Mango Pineapple Passion Fruit and Strawberry Banana Kiwi round out the product line. The success of the two original flavors among active adults and, in particular, the coveted active and athletic millennial generation (consumers born between the years 1982 - 2001), has enabled the expansion of the product line and the addition of the two new flavors.

Homemade harvey snack pouches are intended for sale in the fresh produce or refrigerated ready-to-eat section. The individual pouches sell at retail for an MSRP of \$1.99.

■ Earthbound Farm Launches

Organic Zen Blend and Washed Whole Butter Lettuce Leaves

Earthbound Farm, one of the country's leading organic food brands, has launched two new items sure to drive excitement and growth in the salad set. Zen Blend is a new addition to the company's award-winning Power Greens lineup (Baby Kales and Power Greens). Butter Lettuce Leaves rounds out the brand's popular Washed Leaves family. These ready-to-use products, with no additional washing required, make it easy for consumers to eat healthier at home.



With the \$70 million greens segment seeing explosive, trend-driven growth (32.5% vs. YA, Earthbound Farm Organic Zen Blend is destined to become a strong performer. Capitalizing on soaring consumer interest in Asian food and flavors, Zen Blend is, like the other greens in the Power Greens line, not just for salads. This delicious combination of nutritionally dense greens including Asian greens like pak choi, komatsuna, and red mustard blended with baby spinach and baby kale is tender enough to use in salads and smoothies, but robust enough to stir fry or sauté. These superfood greens are an excellent source of vitamins A and C and a good source of calcium. The 5 oz Zen Blend is line-priced with the rest of the line with an SRP of \$3.49 to \$3.99.

While chopped romaine salads are a declining segment, washed romaine leaves are seeing dynamic growth - a trend that demonstrates that consumers are gravitating to higher quality choices (Earthbound Farm Organic Washed Romaine Leaves are now the company's third biggest selling item). Capitalizing on that trend, Earthbound Farm Organic Butter Lettuce Leaves, made with red and green butter lettuce leaves, completes the company's Easy Leaves line (Washed Romaine Heart Leaves and Washed Heirloom Lettuce Leaves) and all are now packaged with modified atmosphere packaging to deliver the highest possible product quality, preventing pinkening and reducing shrink. This is the only 5-oz pack of pre-washed, organic whole leaf butter lettuces and its SRP is \$4.49 to \$4.99.



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Winn-Dixie Debuts New Plantation Store



■ WINN-DIXIE'S new Plantation store #757 located in Viscaya Square Plaza off of North Nob Hill Road and Cleary Road which opened October 31.



■ Miami Region Vice President Tony Jorges, District Director Robin Castillo and Store Director Donald Durham gather with department managers as they prepare for the Grand Opening Celebration of the newly opened Plantation Winn-Dixie store on North Nob Hill Road and Cleary Road.

A TODAY'S GROCER Exclusive Report

Winn-Dixie is celebrating the grand opening of its new Plantation, Florida store located in the Viscaya Square Plaza at 901 North Nob Hill Road on October 31. With expanded departments and fresh offerings, the new store features Winn-Dixie's newest format, combining the atmosphere of a specialty grocer with a touch of personalized service.

"We're excited to be back in the Plantation community," Tony Jorges, Miami Region Vice-president of Winn-Dixie stores told TODAY'S GROCER. "Our new store offers our neighbors an enhanced shopping experience, with exceptional service, expanded departments and the freshest selections at a great value."

Store #757 offers an array of custom-prepared, chef-inspired meals

for customers with time-stricken schedules or who are searching for a solution to the age-old question, "What's for dinner?" Accomplished and trained chefs oversee a full-service carving station slicing up slow-roasted prime rib, bourbon-glazed salmon and oven-roasted brisket, offering shoppers a variety of convenient and delicious meal solutions.

Shoppers can also choose from a wide assortment of custom-prepared grilled flatbread pizzas, from vegetarian to meat lovers, baked in less than three minutes, as well as a made-to-order hand-tossed salad bar featuring a variety of fresh greens, toppings and dressings that offer an endless combination of healthy possibilities. With the store's new mix-and-match chicken wing bar, which features seven different varieties including boneless, as well as its countless other grab-and-go options, shoppers can plan their next tailgate party or weekend get-together with ease.

In addition to the variety of fresh choices now available, the store's amenities provide customers with a superior shopping experience by offering customers a large selection

of products they seek most. Customers will find an extensive selection of organic fruits and vegetables and an expanded offering of gluten-free, organic and natural

products. The new store also features a large assortment of kosher foods including dry goods, pre-packaged kosher meats, kosher deli meat, dairy products and grab-and-go meals including latkes, knishes, salads, soups and cabbage, as well as bakery items such as black and white cookies, rugelach and challah.

OTHER CUSTOMER AMENITIES INCLUDE:

- Wood-burning rotisserie and custom-made sandwich shop in our deli department
- Expansive seafood department with fresh sushi prepared by an experienced chef
- Finest quality meat at your new butcher counter
- Cheese shop featuring 120 artisanal varieties staffed with a professionally trained cheese steward
- Freshly-baked bread, specialty desserts, pastries and made-to-



■ Plantation Store Director Donald Durham poses with Winn-Dixie Regional Finance Manager David Durham and his family at the store's grand opening celebration.



■ Store Director Donald Durham leads his Plantation team with the support of District Director Robin Castillo and Miami Region Vice President Tony Jorges.



■ Chef Jacqueline Fenton poses with Culinary Manager Ritzy Rhymur during the Plantation store's grand opening.



■ Floral Manager Betty Terreros oversees the new store's large floral department that features an assortment of seasonal merchandise and specialty gifts.



■ Paul Decastro, the store's wine sommelier, is on hand to assist customers in choosing the perfect selection from the store's eclectic domestic and imported wines and beers.



■ Full-service pharmacy helps shoppers save with \$4 Generics as part of Winn-Dixie's Prescription plan, as well as offers low cost pet medications. Pictured: Ed Cruz, Pharmacy Manager and Colleen Doucet, Pharmacist.

- order cakes in our bakery
- BBQ bar offering ribs, macaroni & cheese, pulled pork, mashed potatoes and bread pudding
- A variety of freshly-prepared salads ranging from traditional chicken, tuna and pasta salads to 12 different specialty varieties including spinach antipasti, curried couscous and green apple rocky road
- A large selection of bulk coffee, assorted candy and a variety of nuts.
- Wi-Fi café where shoppers can sit, catch up with neighbors and enjoy a cup of complimentary coffee.
- Expanded selection of eclectic domestic and imported wines and beers.
- New wine and spirit store featuring a wide selection of domestic and imported beer and spirits.

- Large floral department featuring an assortment of season merchandise and specialty gifts staffed by a floral designer.
 - Full-service pharmacy offering \$4 Generics with Winn-Dixie's Prescription plan and low cost pet medications.
- "We are committed to the Plantation community and strive to be a part of our neighbor's lives, both inside and outside of the store," said Donald Durham, Store Director. "We're excited to welcome our neighbors into the store and we're confident they'll enjoy a fresh shopping experience every time they visit."
- To celebrate the grand opening of the Plantation store, Winn-Dixie held a series of celebrations throughout November and December that included cooking demonstrations, food tastings, live entertainment, and more.



■ Newly expanded meat and seafood departments.



■ Chef Jacqueline Fenton oversees a full-service carving station slicing up slow-roasted prime rib, bourbon-glazed salmon and oven-roasted brisket, offering customers a variety of convenient and delicious meal solutions.



■ Fresh sushi prepared daily by an experienced chef.



■ Expanded selection of gluten-free, organic and natural products.



■ Assortment of grab-and-go meal options including a wing bar featuring traditional and boneless wings available in seven different varieties.



■ An extensive selection of custom-prepared, chef-inspired meal solutions.



■ Cheese Steward David Nino oversees the store's new cheese shop that features more than 100 artisanal varieties.

12 Grocery



New Single Serve Starkist Tuna Creations

StarKist Co., a leading producer, distributor and marketer of shelf-stable seafood products in the United States, recently launched its single serve StarKist Tuna Creations® line. The new 2.6 ounce single portion pouches offer a delicious variety of Tuna Creations flavors to bring excitement to any lunchtime or snacking occasion: Herb and Garlic, Hickory Smoked, Sweet & Spicy, and Zesty Lemon Pepper. Single serve StarKist Tuna Creations, which range from 80 – 110 calories each, are perfect for tossing on a healthy salad or as a delicious protein boost on-the-go. In addition, the StarKist Flavor Fresh Pouch® packaging locks in freshness and requires no draining or mixing.

Single serve StarKist Tuna Creations feature select cuts of premium tuna deliciously seasoned with herbs, spices and unique flavors. The StarKist Flavor Fresh Pouch® packaging locks in freshness and requires no draining or mixing. Located in the Shelf Stable Tuna section in grocery stores nationwide, single serve StarKist Tuna Creations retail for approximately \$1.79 per pouch and feature:

- Herb and Garlic (110 calories) offers zesty garden flavors, perfect for burgers or to toss on a salad.
- Hickory Smoked (110 calories) provides a rich flavor boost for wraps and appetizers.
- Sweet and Spicy (90 calories) is loaded with chopped spicy peppers and sweet onions plus a delicious Asian-style seasoning – it's sure to jazz up rice dishes.
- Zesty Lemon Pepper (80 calories) adds a tangy citrus punch to pasta salads and tastes great on crackers as a snack.



Reinventing Breakfast: Qi'a by Nature's Path

Nature's Path Organic Foods has introduced Qi'a, a new cereal concept unlike anything else on the market that provides sustained energy and optimal nutrition in every bite.

Qi'a (pronounced "key-ah"), aptly meaning energy, combines the superfood ingredients of chia, hemp and buckwheat to provide an excellent source of ALA Omega-3s and a good source of fiber. Three distinctly delicious flavors – Apple Cinnamon, Cranberry Vanilla and Original – can be enjoyed in a variety of ways:

- Add milk or a milk substitute and watch Qi'a transform into a substantial and healthy meal, which can be topped with fresh fruit for extra sweetness in every spoonful.
- Think outside the bowl! Blend Qi'a into yogurt and fruit smoothies or sprinkle into salads and soup for added nutrients, perfect for an energy boost before or after a workout.

Hellmann's Adds a Festive New Flavor: Southwestern Ranch

Hellmann's is introducing its newest limited edition flavor--Hellmann's® Southwestern Ranch Flavored Reduced Fat Mayonnaise. Its cool, creamy ranch flavor adds a delicious kick to recipes such as Super-Fast Southwestern Salsa Dip or as a dipping sauce for snacks ranging from Buffalo wings to French fries.

"Consumers are looking for quick and easy recipes," says Brian Orlando, Hellmann's Senior Marketing Director.

"Hellmann's Southwestern Ranch Flavored Reduced Fat Mayonnaise has a flavorful kick that transforms standard appetizers into mouthwatering fare."

The Hellmann's limited edition line offers flavor variety and convenience to spice up everyday dishes. Hellmann's Southwestern Ranch Flavored Reduced Fat Mayonnaise is currently available in nine oz. squeeze bottles



Terro Launches New Line of Stink Bug Killers

Stink bug invasions have been on a steady rise since they arrived in the U.S. 15 years ago, and entomologists are predicting record invasions this fall due to an early spring and record-breaking summer heat. However, homeowners can now protect themselves against foul home invasions with a new line of Stink Bug Killers from Terro, a leader in DIY ant and pest control products.

Terro Ready-to-Use Stink Bug Killer Spray and Terro Stink Bug Killer Aerosol Spray quickly kill insects on contact. For long-term control, the Ready-to-Use spray is formulated to continue killing up to four months. The non-staining, odorless stink bug killers are also effective against boxelder bugs, Asian lady bugs, carpenter ants and crickets. Both products may be used indoors and outdoors.

"Right now, stink bugs are searching for a warm place indoors to hibernate for the winter," says Stew Clark, Director of Research at Terro. "Though not harmful to homeowners, remember that stink bugs are aptly named - it refers to the scent glands located on the underbelly of the insects. When frightened or smashed, the bugs release a terrible smell – which is reason enough to take steps to protect your home from a stink bug invasion."

Clark recommends treating cracks and crevices in and around homes using the directional stream on the two-way spray nozzle included on the Terro Stink Bug Killer Aerosol Spray can. Apply to areas where stink bugs crawl and hide, especially around sinks and storage areas; behind baseboards; around doors and windows; behind and under refrigerators, cabinets, and stoves.

"Before an indoor insect invasion gets out of control, it's also a good idea to set up an outdoor barrier with TERRO Ready-to-Use Stink Bug Killer Spray," advises Clark. "This product not only kills on contact but it provides a long-lasting residual control up to four months."



Royal Hawaiian Macadamia Snacks To Drive Incremental Nut Category Growth

Royal Hawaiian Macadamia Nut Company, the world's largest grower of macadamia nuts, has announced the introduction of the Royal Hawaiian Orchards brand, a fresh new way to enjoy macadamias. Royal Hawaiian was founded on three basic beliefs: Live Well. Live Long. Live Aloha. "Our Royal Hawaiian brand of macadamia snacks honors qualities like balance and simplicity by being thoughtful about the food you put in your body and respecting nature's gift of food," said Dennis Simonis, President of Royal Hawaiian.

Royal Hawaiian's first two products, Macadamia/Fruit Crunches and Seasoned Macadamias, deliver on that promise. Royal Hawaiian's seven new crunch flavors seamlessly blend unique flavor combinations with the macadamias, including Mango Pineapple, Passion Fruit Orange Guava, Papaya Lime, Banana Nut, Kona Coffee Banana, Blueberry Pomegranate and Papaya Banana. And, Royal Hawaiian's five savory flavors are perfectly seasoned with Sea Salt, Sea Salt and Cracked Pepper, Wasabi Soy, Hawaiian BBQ and Maui Onion.

"At Royal Hawaiian, we value the quality of everything used in our foods," said Scott Wallace, Executive Vice President of Marketing and Sales. "So, we will only use wholesome whole foods that don't contain sulfites, artificial colors and flavors, or other artificial additives."

Balance Bar Launches Dark Chocolate Nutrition Energy Bars

Made with Cocoa from Rainforest Alliance Certified Farms

Balance Bar Company, maker of one of America's original nutrition energy bars, has announced its new Balance Bar Dark line. Available in three flavors all featuring dark chocolate coating – Dark Chocolate Crunch, Dark Chocolate Coconut and Dark Chocolate Peanut – this is the first nutrition bar line on the market to bear the well-respected Rainforest Alliance Certified™ seal.

"High quality nutrition that tastes great is a standard for Balance Bar and we are very excited to marry those core principles with improved ingredient sourcing," said Peter Wilson, President and CEO of Balance Bar Company. "Rainforest Alliance certification assures consumers that our cocoa beans are grown on sustainably managed farms that protect people and their surrounding ecosystems of water, soil and wildlife."

"When a company like Balance Bar commits to sourcing cocoa from Rainforest Alliance Certified farms it benefits the environment, workers, their families and communities," explained Tensie Whelan, president of the Rainforest Alliance. "The green frog seal is an easy way for consumers to identify products that have been grown and harvested using sustainable and responsible practices."

The new Balance Bar Dark bars are high in protein, certified gluten free, an excellent source of antioxidants (Vitamins A, C, E), certified kosher dairy and contain 4 grams of fiber per serving. As with all Balance Bar products, the new Dark line follows the 40-30-30 nutrition principle – a proven formula developed by scientists to help stabilize blood sugar levels that represents the caloric ratio the body needs to enjoy lasting balanced energy and satisfy hunger for longer; 40% of total calories from carbs, 30% from quality protein and 30% from dietary fat.

"The new Dark line is a perfect blend of what consumers are telling us they want; a delicious small meal-replacement or healthy energy snack bar made in a way that they can feel good about on every level," continued Balance Bar's Wilson.





■ **FACON**, the kosher beef plate version of "fake bacon", as marketed by Jack's Gourmet, was a big hit too, as the kosher consumer now looks for kosher versions of prohibited foods.

Kosherfest Featured Foods from Israel to Africa to Vietnam

Continued from PAGE 2

sions of prohibited foods.

While many of the exhibitors featured traditional kosher foods such as pickles, pastrami and knishes, it was the gourmet and upscale features of products that attracted industry professionals from all over the globe, and caught the attention of retail buyers from high volume chains, including SuperValu, Winn-Dixie, HEB, Fairway Markets, Stew Leonard's, Wal-Mart, Kehe Foods/Tree of Life, Kroger, as well as many other buyers from across the retail and foodservice industries. According to Bill Springer of Diversified Business Communications, "This year's buyers were eager to see and taste the new products and learn more about trends in the marketplace. They realize the ever important role that kosher certification plays in consumer buying." "Many of these products already are and will soon be sold by mainstream retailers in places where kosher products at one time never existed," added Menachem Lubinsky.

Though Hurricane Sandy impacted a few Kosherfest exhibitors, the

show remained sold out, featuring more than 325 exhibitors from around the world, and attendance numbers stayed on track with those from the previous year. Diversified Business Communications, co-producers of Kosherfest, donated \$5,000 to organizations providing relief to victims of Hurricane Sandy in the tri-state area.

Industry statistics show that the current kosher customer is 40 and under, and looking for gourmet, upscale and healthy kosher products. According to various sources, the number of kosher consumers in the U.S. tops 12 million, and 21% of Americans who regularly or occasionally purchase kosher products do so because the items are kosher-certified. There are approximately 10,650 kosher producing companies and plants, and 125,000 kosher certified products (with 19,000 of them sold in U.S. supermarkets). 40% of kosher sales occur on the eve of Passover, and the dollar value of kosher products produced in the USA is \$305 billion.

Kosherfest 2013 will be held October 29-30, 2013 at the Meadowlands Exposition Center.

Shoprite Opens New Supermarket In Slingerlands, NY

Continued from PAGE 2

Delaware Avenue will also serve the Vista campus 7 days a week.

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.

"We are pleased to announce

ShopRite's continued expansion with the opening of our new Slingerlands location," said Dave Figurelli, President and Chief Operating Officer of ShopRite Supermarkets, Inc. "We want to thank the Capital Region for its support while we continue to provide exceptional customer service, variety, value and low prices to shoppers in the region. We look forward to becoming your neighborhood ShopRite."

Stater Bros. Markets Presents \$30,000 to San Bernardino National Forest

Continued from PAGE 2

communities we serve is a priority for Stater Bros. That's why we joined forces with our supplier partner Coca-Cola Refreshments to help restore our beautiful San Bernardino National Forest to healthy levels and build a better tomorrow for all."

"Planting trees is part of restoring, enhancing, and maintaining the health of our Nation's forests," said San Bernardino Forest Supervisor Jody Noiron. "Working together with partners such as Stater Bros. and Coca Cola, helps us increase the pace that we can ecologically restore the forest," Supervisor Noiron added.

Foodservice Increasingly Becoming C-stores' Most Profitable Category

Continued from PAGE 2

restaurants," says Director of Research and Consulting Services Tim Powell. "At the same time, there seems to be significant room for convenience-store operators to generate increased foodservice sales by translating existing traffic into purchases."

C-store chains are looking to better position themselves for continued growth in foodservice. Some chains are upgrading their facilities by integrating technology to enhance their offerings and the consumer experience. Dif-

ferentiating themselves from the c-store crowd could better position themselves to compete with limited-service restaurants.

Noteworthy findings from the Technomic report include:

- More than half of today's consumers (52 percent) pick up snacks from prepared-food sections of convenience stores or mini-marts, compared to 37 percent in 2010.
- Almost one in four consumers (22 percent) occasionally has breakfast from a c-store during the week, compared to only 12 percent three years ago. Furthermore, 13 percent purchase breakfast from c-stores on the weekends

versus 7 percent previously.

- While c-stores score well with consumers in terms of convenience, portability, and speed of food preparation and service, their Achilles heel seems to be the healthfulness of the food, which gets satisfactory marks from just 28 percent of those surveyed.
- During the week, just one in five consumers surveyed indicated that they purchase lunch from retail foodservice locations such as grocery stores (20 percent) and convenience stores (17 percent), while 56 percent purchase lunch from a fast-food restaurant.

Warren Winiarski Speaks On Future of Great Winemaking

Grand Opening of Smithsonian Exhibit On Food and Wine In America

Legendary Napa Valley vintner Warren Winiarski presented his philosophy that winemaking around the world should focus once again on balance and proportion. Winiarski spoke recently to an audience of VIP guests attending a fundraising dinner for the Smithsonian Museum in Washington, D.C., which is celebrating the opening of the first major exhibit on American food and wine.

Winiarski explained during his speech, "Great wine requires an unwavering commitment to aesthetic proportion, and that is something I continue to stress today as consultant and mentor to the new generation of winemakers."

Winiarski is founder of Stag's Leap Wine Cellars and winemaker of the Cabernet Sauvignon that bested France's wines in the historic 1976 Paris Tasting. That win not only raised awareness of the quality of wine made in California, but of American wine in general. A bottle of Winiarski's 1973 S.L.V. Cabernet Sauvignon is on display at the museum.

Warren Winiarski and his family are sponsors of the food and wine exhibit entitled FOOD: Transforming the American Table: 1950-2000. "The history of the American wine industry is a part of our history and a key element of the future," stated Winiarski. "I strongly support the Smithsonian and their exhibit on American Wine and Food, and I am honored to be a part of it."

Other renowned vintners joined the fundraiser gala, held to raise monies for the exhibit itself, including Margrit Mondavi, Joel Peterson, Violet Grgich on behalf of Mike Grgich, and Robert Biale.



■ **LEGENDARY NAPA VALLEY VINTNER Warren Winiarski** (pictured) presented his philosophy that winemaking around the world should focus once again on balance and proportion. Winiarski spoke recently to an audience of VIP guests attending a fundraising dinner for the Smithsonian Museum in Washington, D.C., which is celebrating the opening of the first major exhibit on American food and wine.

See Related Story on page 27

Winiarski presented his 2006 Fay Cabernet Sauvignon during the gala dinner.

Today, in addition to his work as consultant and mentor, Winiarski continues to be actively involved in preserving open land in Napa Valley for future generations, something he has felt strongly about since the 1960s. Winiarski and colleagues fought to have the historic 1968 Ag Preserve Act passed in Napa County.

Winiarski was inducted into the California Vintners Hall of Fame at The Culinary Institute of

America at Greystone in 2009, and continues to explore his passion for greatness in grapes and wine at his Arcadia Vineyard in Napa Valley.

The FOOD exhibit opened recently at the Smithsonian's National Museum of American History. Visitors can view 160 artifacts that tell the story of how innovations and new technologies, along with social and cultural shifts, helped transform food and its production, preparation, and consumption—as well as what we know (or think we know) about what's good for us. Among the major components of the exhibit is a communal table where visitors can engage in conversation about one of our favorite cravings: food.

Sherwood Food Distributors to Become Michigan Master Distributor

Bebida Beverage Company a developer, manufacturer and marketer of liquid relaxation and energy products, announced that Sherwood Food Distributors is joining BeBevCo and the KOMA UNWIND family of products as the master distributor for the entire state of Michigan. Sherwood who services over 2000 grocery stores in Michigan will also provide product for sub-distributors which will cover convenience stores and specialty stores across Michigan.

With this a strategic alliance in place, Sherwood brings a massive warehouse facility which will also create a cost effective path to market for the entire Midwest region. Additionally, Sherwood will also be actively working to expand the brands in the Cleveland, Ohio mar-

ket and surrounding areas.

BeBevCo CEO Brian Weber said, "This is a fantastic new partner for our brands. We now have our own facility in the Southeast, NYC and a strategic partner in the Midwest. Before long we will have a stronger presence on the west coast which will make brand growth that much more organized and cost efficient."

"As mentioned recently, we are looking to either set up our own facility or partner with large distributors to optimize distribution and brand growth. In the long run it makes more sense. This direction is the result the tremendous growth we have undergone over the last couple of years and specifically in the last few months," Weber concluded.

Back to the Beach

Publix at North Shore on Miami Beach Celebrates Opening

A TODAY'S GROCER
Exclusive Report

Story and photos by: DENNIS KANE
and IVONNE CUTIE

Publix Super Markets – Miami Division is celebrating the opening of the rebuilt Publix at North Shore on Miami Beach, just south of 79th Street Causeway. Publix welcomed back its customers and continued passing on the Publix spirit, following the opening of the new store #1382, November 15, at 6876 Collins Avenue.

The original store, which opened in 1962 and was 28,000 sq. ft., closed on October 8, 2011. The store was torn down and completely rebuilt, on site. The redesigned, all new store offers customers 53,000 sq. ft. of shopping pleasure. In addition to the traditional grocery, produce, meat, dairy and frozen food departments, the store features the following full-service departments: bakery, deli, floral, fresh seafood and sushi, custom cut meats, as well as a Publix Pharmacy and Publix liquor store.

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

- **CHEF'S SELECTIONS** – chef-inspired collection of appetizers, entrees and side dishes including: cedar plank salmon and citrus grilled chicken;
- **HANDCRAFTED SANDWICHES** – Boar's Head meats and signature subs also available;
- **PACIFIC WOK** – featuring Pan Asian favorites like Kung Pao Shrimp, General Tso Chicken fried rice and more;
- **HOT SOUP BAR** – featuring



■ **PUBLIX AT NORTH SHORE** opened, November 15, at 6876 Collins Avenue on Miami Beach. It replaces a smaller store which first opened on the same site in 1962 (Cover and exterior photos by: David Lyko).

gourmet soups daily, and

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

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

The grocery aisles have been expanded to allow for an extended product offering of natural and organic foods and ethnic foods. Customers can also enjoy a Café where gourmet coffees, café con leche,

pastries and gelato are available, with sit down seating, near the store's entrance.

Another popular feature of the store is the 2,500 sq. ft. liquor store which has access from the both front of the building and the back parking lot.

The new store has many additional features over the previous store. Included are a full deli, a full-size bakery, additional grocery selection, expanded produce – with full organic line, state-of-the-art meat department with custom cuts available. The new store is 56,000 sq. ft. vs. the old 28,000 sq. ft. store. For shopper convenience, the new store features 2 escalators, 2 elevators, and 2 freight elevators. The store features 19 POS terminals for rapid shopper checkout. Parking has been expanded from 105 spaces in the old store to 230 (both covered and open) spaces in the new store. The new store, built by Stiles Construction has been re-



ented on the property. Where as the old store faced north, the new store faces east toward the beach – a stone's throw away.

Curt Leonor returns as store manager having served customers at this Publix since November, 2007. During the rebuild, Leonor served as store manager at Publix on the Bay and has 35 years of service with Publix.

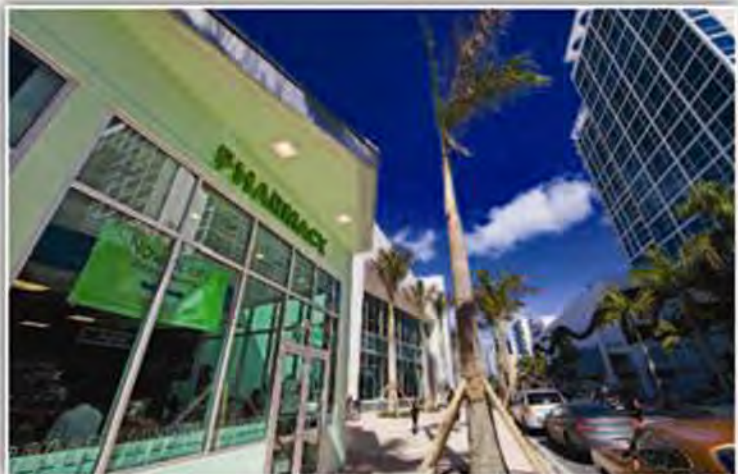
"I wanted very much to return to this location," Leonor told TODAY'S GROCER. "Being familiar with the old store, and its limited size, I wanted to realize the full potential of our new, expanded facilities."

Approximately 200 Publix associates are employed at the new store. Assisting Leonor are mem-

bers of his key management team which include: ASSISTANT STORE MGR. – Alonzo Perry, Jr.; GROCERY MGR. – David Ibarrola; ASSISTANT GROCERY MGR. – Julian Badillo; CUSTOMER SERVICE MGR. – Mike Perez; ASSISTANT CUSTOMER SERVICE MGR. – Nancy Canaveras; BAKERY MGR. – Yaira Dopico; ASSISTANT BAKERY MGR. – Maria Cruz; DELI MGR. – Allen Octavien; ASSISTANT DELI MGR. – Maquella Brown; PRODUCE MGR. – Giovanni Rodriguez; ASSISTANT PRODUCE MGR. – Tavares Frierson; MEAT MGR. – Phillip Magee; ASSISTANT MEAT MGR. – Samuel Centeno; PHARMACY MANAGER – Doug Tumillo, R. Ph.; ASSISTANT PHARMACY MGR. – Selma Rodrigues R. Ph.,



■ Mike Meredith, Regional Dir., Southern Region - Miami Division, Publix V.P. – Retail Operations Bill Fauerbach; Store Manager Curt Leonor, and District Manager Carlos Cendoya.



■ The Publix pharmacy as seen from Collins Avenue. The pharmacy also has access to customers from the rear covered parking garage.



■ **MANAGEMENT TEAM** (left to right): Carlos Cendoya, Samuel Centeno, Yaira Dopico, Phil Magee, Bill Fauerbach, Curt Leonor, Alonzo Perry, Jr., Allen Octavien, Tavarus Frierson, Giovanni Rodriguez, Mike Perez, Mike Meredith and Maquella Brown.



■ **PUBLIX SUPER MARKETS** – Miami Division Vice-President of Retail Operations Bill Fauerbach (left) presents the Key to the Store to Store #1382 Manager, Curt Leonor (right).



■ Assistant Pharmacy Mgr. Selma Rodrigues with Pharmacy technician, Lea Essick.

Getting To Know **CURT LEONOR** Publix #1382 at North Shore

Curt A. Leonor was born in Manhattan but moved with his parents to the Dominican Republic, at a young age. He graduated from Carrol Morgan High School in Santo Domingo and upon his return stateside, attended Miami-Dade South College. He joined Publix as a part-time package clerk at the age of 17. He later became junior manager at store #147 (since closed) and has served as manager of a number of Publix locations, including: Store #343 (Hialeah Gardens), #258 (Pembroke Pines), #586 (Hialeah Gardens), #46 (North Miami), #794 (Miami Lakes) and became store manager at store #79 on Miami Beach in 2007. While awaiting construction of his beautiful new store, he served as manager at store #621 (Bay Harbour). Rejoining him at the new store are large portion of his former team from store #79. Curt's wife, Theresa works in community relations for Publix. The couple lives in Pembroke Pines where Curt enjoys golf, target shooting, his swimming pool and visiting Hard Rock Casino.



■ **GETTING READY FOR THE HOLIDAYS** – Domenico Sameo stocking frozen turkeys.



■ Bill Fauerbach, Kim Reynolds and Curt Leonor.



■ In the liquor store, pictured are Liquor Store Manager, Erika Salgado and Liquor Store Specialist, Haydi Arampatzis.



■ **ALREADY POPULAR** with shoppers is the Café offering sit-down dining.



■ Jacque Sintgean in the dairy department.



■ A popular addition to the new store is the custom cuts counter in the meat department.



■ Located so close to the beach, shoppers will appreciate the wide variety of soft drinks the store carries.



■ The store offers a wide selection of greeting cards.

and LIQUOR STORE MGR. – Erika Salgado.

"We are so excited to open our doors and can't wait for our customers to see all the enhancements their new Publix has to offer," Kim Reynolds, Publix' Miami Media and Community Relations Manager told TODAY'S GROCER. "We anticipate that our customers will be very pleased with the state-of-the-art design and additional products and

services offered."

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

Publix at North Shore is open 7:00 a.m. – 11:00 p.m., Monday – Saturday and from 7:00 am – 10:00 p.m. on Sunday. Pharmacy hours are: 9:00 a.m. – 9:00 p.m., Monday-Friday, 9:00 a.m. – 7:00 p.m. on Saturday and 10:00 a.m. – 5:00 p.m. on Sunday.



16 On the Promotional front



■ CALIFORNIA RAISINS awards the winners of the 5th annual America's Best Raisin Bread Contest.

California Raisins Announces Contest Winners

5th Annual America's Best Raisin Bread Contest

The California Raisin Marketing Board (CRMB) recently crowned the winners of the 5th Annual America's Best Raisin Bread Contest, the only professional baking competition in the nation.

Thirty-six finalists gathered October 12-13 at the American Institute of Baking (AIB) in Manhattan, Kan., to bake a variety of unique breads that starred the naturally sweet and classic baking ingredient: California raisins. Of the 36 finalists, 13 winners were chosen for their innovative and mouth-watering entries, competing in Artisan, Commercial and Breakfast categories. The California Prize was also awarded to recognize an honorable effort.

The winners include:

ARTISAN:

- Grand Prize** - Courtney Reed of Quincy, MA, Raisin? Pizza Crust
- Judges' Prize** - Philippe Sanchez of Orlando, FL, Fleur de Raisin
- Idea Prize** - Siddharth Mangalore of Chicago, IL, Curried Whole Wheat Raisin Boule
- Student Prize** - Jack Lonetto of Biscayne Park, FL, Raisin Stuffed Breakfast Challah

COMMERCIAL:

- Grand Prize** - Pamela Adams of Amherst, MA, Cinnamon Swirl Raisin Bread
- Judges' Prize** - Suzanne Tatis of Henderson, NV, Lucky Golden
- Idea Prize** - Molly Burke of Plymouth, MN, Spicy Raisin Gingerbread
- Student Prize** - Maria Quinn of Frankfort, IL, Not Your Grandma's Banana Bread

BREAKFAST:

- Grand Prize** - Olivier Saintemarie of Orlando, FL, Raisins Florentine Danishes
- Judges' Prize** - Joe Falcinelli of Park Ridge, Ill., Raisin Kovor-Amann
- Idea Prize** - Rachel Crampsey of Montclair, NJ, Carrot Raisin Nut Muffin
- Student Prize** - Roman Anglin of Orlando, FL, Sunny Tops California Prize; Maurice Kalinsky of Davis, CA, Birdseed

"The experience level, creativity and craftsmanship of this year's winners are at the highest level I've seen since we started this competition five years ago," said Larry Blagg, senior vice president of marketing for CRMB.

"Besides recognizing some of the top bakers in the industry, participation in the finals is done in such a manner as to create a sense of camaraderie among the contestants - they exchange techniques and best practices with one another."

In addition to winning industry honors and national recognition, the winners will receive a tour of California, including the Culinary Institute of America in St. Helena and the San Joaquin Valley, home of more than 3,000 raisin growers.

More than 100 professional and student bakers submitted original formulas to the competition. Finalists were determined by a review of submitted written applications and photographs.

Applications for 2013's 6th annual America's Best Raisin Bread Contest will be available online starting Nov. 1. Bakers interested in competing can visit www.LoveYourRaisins.com or contact Theresa Cogswell at bakercogs@sbcglobal.net for more information.

Tyson Deli Offers A Happy Holiday Solution

With Two Kid Favorites from The Deli Plus A Holiday Movie

A deli promotion from Tyson Foods, Inc. is sure to please harried parents and hungry kids this holiday season with savings on Wunderbar Bologna, Tyson® Chicken Tenders and Arthur Christmas on Blu-ray™ Combo Pack, Blu-ray 3D or DVD. The promotion is available online and in stores now thru December 31.

The holidays are a busy time for families, and the Arthur Christmas promotion offers consumers a simple, quick solution for snacks and meals with savings of \$1 when they purchase 1 lb. or more of kid classics Wunderbar Bologna and Tyson Chicken Tenders from your grocer's deli. Plus, consumers can also save \$3 on the purchase of Arthur Christmas on Blu-ray™ Combo Pack, Blu-ray 3D or DVD. Point of sale material for the deli promotion features characters from the animated family comedy that will grab consumers attention.

"Wunderbar Bologna and Tyson Chicken Tenders are products that parents trust and turn to when they seek an easy, tasty solution their kids will love," said Sally Ashcraft, Brand Manager for the Tyson Deli Division. "The additional savings offered for the Arthur Christmas DVD adds to the appeal for kids and parents alike."

The Arthur Christmas promotion is being featured on DeliAnytime.com, where consumers can find easy recipes and party planning tips designed around deli solutions. The promotion is also being highlighted in posts on facebook and twitter.



■ "Aisles of Smiles"

Acosta Sales & Marketing Campaign Raises \$1.6 Million for MDA

Acosta Sales & Marketing, has partnered with the Muscular Dystrophy Association for 27 years, bringing help and hope to those individuals and families living with neuromuscular disease. This year, Acosta raised \$1.6 million to continue supporting MDA's healthcare services and muscle disease research projects and was featured on the Labor Day weekend tele-

vision special MDA Show of Strength.

The "Aisles of Smiles" campaign ran during the month of August in participating supermarkets and additional retail outlets nationwide. Acosta Sales & Marketing is a leader in marketing packaged goods and grocery products to the retail grocery trade and has raised more than \$79 million for MDA.

"Acosta continues to be one of MDA's strongest partners," said MDA Executive Vice President of Business Development Kevin Moran. "Since 1985 Acosta, its clients and customers have rallied around MDA's mission of providing expert health care to families living with muscle disease, while supporting MDA's vital worldwide research efforts. Acosta Sales & Marketing were the forefathers of cause marketing for MDA; conceived in a culture of caring that culminated in the MDA Aisles of Smiles campaign."

Some of the most trusted national brands and retailers partnered with Acosta, offering great products at great prices to shoppers while raising funds for the Association.

"We are proud and honored to be partners with MDA," said Robert Hill, Acosta President & CEO. "A key component of Acosta's culture is giving back to the communities where we live and work. For nearly three decades our brand and retail partners have collaborated with us to help find a cure for muscle disease and we appreciate their support."

Local Acosta offices also support MDA by sponsoring holiday parties, special golf events and raising funds to send kids to MDA summer camp.

Pork Rinds Put the Crunch on Support for Football Legends in Need

Rudolph Foods, the world's largest manufacturer of pork rinds, has announced its Second Annual Pork Rind Appreciation Day campaign. Celebrated on the biggest football day of the year, and on the first Sunday of February, Pork Rind Appreciation Day was cemented as an annual event last year after the pork rind leader secured hundreds of thousands of consumer votes, as well as political designations.

Matched each year with charitable support, in this second year, Rudolph Foods will support Gridiron Greats, a nonprofit organization that provides medical and financial assistance to former National Football League (NFL) players in dire need. Now through the big game, \$.10 of the purchase of all Rudolph Foods branded products will support the organization's assistance fund (up to \$10,000). The campaign is also matched with several opportunities for consumers to play along for chances to win football parties, pork rinds and other prizes.

The Gridiron Greats Assistance Fund's mission is to assist retired NFL players in need who were pioneers of the game and who have greatly contributed to the NFL's status as the



most popular sport in America. GGAF provides hands-on assistance to help retired players and their families deal with hardships they face after football. The services include medical assistance, transportation costs for medical evaluations and surgeries, housing assistance, financial assistance for utilities, medication, and coordination of services for food, automotive payments and childcare.

"There are few things more American than

pork rinds and The Big Game," says Mark Singleton, Vice President Sales and Marketing, Rudolph Foods. "As a family-owned company ourselves, Rudolph Foods is proud to lead other football-lovin' families in the support of Gridiron Greats. These heroes have provided us with decades of memories and entertainment, it's only right we support them now in their time of need with this football-lovin' campaign!"

Last year, Rudolph Foods announced their first campaign for Pork Rind Appreciation Day, as a quest to help Rudolph Foods' consumers celebrate pork rinds as a quirky and nostalgic snack that encourages family togetherness and tradition. Calling upon the public to help to make Pork Rind Appreciation Day a success, consumers were asked to cast their vote, view campaign videos from Rudolph Foods executives and fans, and spread the news about the campaign. Successful in the end, the campaign generated hundreds of thousands of votes nationwide, and donated \$10,000 to the Wounded Warriors Family Support organization, supporting veterans returning home from the war and their families.



Jimmy Dean Brand Unveils A New Look For Its Frozen Breakfast Products

Jimmy Dean brand has announced the introduction of a new packaging look for its line of frozen convenience breakfast products. The packaging refresh, which features new graphics, product images and a contemporized brand logo gives the brand's frozen breakfast products a consistent look and feel across the entire product portfolio, including Jimmy Dean breakfast sandwiches, breakfast bowls, skillet, omelets, pancakes & sausage, quesadillas, and all Jimmy Dean Delights product offerings.

With updated food imagery displayed prominently along with a new quality seal guaranteeing an enjoyable eating experience, the new look stimulates appetite appeal while reinforcing the great taste and high-quality ingredients that consumers can expect from every Jimmy Dean product.

As part of the overall packaging refresh, the Jimmy Dean Delights line of better-for-you frozen breakfast products is also receiving an updated look to differentiate the line on shelf while easily communicating key nutritional information to consumers. The new Delights packaging features a varied color scheme comprised of green and yellow hues while conveying a "better for you" look and feel in a format that is still consistent with the Jimmy Dean master brand packaging.

"Research shows that consumers spend a very limited amount of time in the frozen aisle during their shopping trips. This contemporary new look was created to immediately grab their attention and make it easier to find their favorite Jimmy Dean products," said Amy Grabow, VP, Marketing, Jimmy Dean. "We've also created a distinct new look for our popular Delights line that communicates a 'better for you' message while staying true to the Jimmy Dean brand persona."

Consumers can begin to see the new look in grocery stores now following the launch of new Jimmy Dean Snack Size Ham & Cheese Biscuit and Jimmy Dean Snack Size Maple Sausage Biscuit sandwiches. The entire frozen product portfolio has undergone a complete transformation. Jimmy Dean brand is scheduled to roll out new packaging for its line of refrigerated breakfast products, including fresh roll sausage and fully cooked links and patties beginning in early 2013.

"Bursting with Life"

Del Monte Foods Bursts Onto Advertising Scene

Largest Brand Campaign In 10 Years

Del Monte Foods is running their largest master brand campaign in 10 years to reestablish the role of canned fruits, vegetables and tomatoes in contributing to a healthy lifestyle.

The "Bursting with Life" campaign consists of a national TV, print and digital advertising, public relations, community engagement via social platforms and consumer promotions. The campaign elevates the fruits and vegetables inside the Del Monte can by showing the product in its most natural state: fresh on the vines from Del Monte's orchards and gardens. A corresponding Facebook competition called "Add Some Garden" will be launched as a part of the campaign, asking consumers to share their tips for how they make meals more nutritious and colorful by adding Del Monte to their favorite dish.

The campaign is part of the company's renewed effort to shift consumer perception about canned fruits and vegetables by reinforcing the key attributes of Del



Monte products:

- Almost 90% of Del Monte fruit, vegetables and tomatoes are grown in the United States, in the best growing regions for a consistently quality product.
- Del Monte fruit, vegetables and tomatoes are picked at the peaks of ripeness, with the majority canned the same day they are picked to lock in nutrients and flavor.
- Del Monte fruits, vegetables, and tomatoes contain the same essential nutrients as fresh when prepared for the table.

The campaign will run through March 2013 and is headed by Toronto-based Juniper Park, a division of BBDO Canada Corp.

"The campaign focuses on why consumers should feel good about using Del Monte fruits, vegetables and tomatoes as a part of their healthy meals and snacks, elevating the brand from merely a convenient and reliable choice, to a preferred ingredient that enables them to live a healthy lifestyle," said Brian Ng, Director of Director of Marketing/Consumer Products Brand Strategy & Trademark Development at Del Monte Foods.

"Give & Give Back"

Beaulieu Vineyard Partners with Actor Chris Noth Elevating Hunger Relief

As part of the winery's continued commitment to donate more than one million meals a year to hunger relief efforts across the country, Beaulieu Vineyard (BV), the popular American winery in the heart of Napa Valley winery, announced its partnership with actor Chris Noth and the expansion of Give & Give Back. In addition to substantial regional donations to hunger relief efforts across the country, BV calls for all fans to visit facebook.com/bvwinery and nominate local community members who make a difference in the fight for hunger relief - Hometown Hunger Heroes.

As spokesperson for year two of the BV cam-



■ GIVE & GIVE BACK - Beaulieu Vineyard has announced a partnership with popular actor Chris Noth to promote hunger relief efforts across the nation.

Continued on PAGE 34

Samuel Adams Brewing the American Dream Program

Provides Funding and Coaching for Small Businesses in Los Angeles

The Boston Beer Company announced that its Samuel Adams Brewing the American Dream program is offering loans to small businesses in the Los Angeles area and will also offer its first speed coaching event for the region's small business community. With a focus on helping small food, beverage, craft

brewing and hospitality business owners, Brewing the American Dream provides loans, coaching, mentoring, and educational resources to business owners who find it difficult to access the funds and guidance needed to start, sustain or grow their businesses.

While in the past only a handful of regions had access to the program, the 2012 national expansion of Samuel Adams Brewing the American Dream, which was developed in partnership with non-profit micro-lender Accion, recently made available for the first time at

least \$1 million in new loans to recipients across the country. Additionally, in select cities such as Los Angeles it will also provide access to the initiative's high-impact one-on-one coaching activities, the first of which will be held on October 16 at the Grace E. Simons Lodge.

Samuel Adams Brewing the American Dream has already provided close to \$1.5 million of micro-financing to more than 150 businesses nationwide, and created or saved nearly 1,000 jobs. Food, beverage, craft brewing and hospitality small business owners can apply for loans

ranging from \$500 to \$25,000 to be used for a variety of business purposes including expansion, equipment, and marketing, with all loan payments recycled back into the fund.

According to Jim Koch, brewer and founder of Samuel Adams, the goal of the program is to work with the true small businesses in Los Angeles that are often viewed as too risky by traditional banks - but who are at the forefront of job creation and growth within their local communities - and where relatively modest loans and one-on-one

coaching can have a meaningful impact.

"Through our partner, the VEDC, Accion supports hundreds of entrepreneurs in the Los Angeles area," commented Gina Harman, Accion U.S. Network CEO. "Our work with the Samuel Adams Brewing the American Dream program has allowed us to expand and enhance our role in supporting up-and-coming LA businesses by not only providing much needed financing but also real-world educational resources and coaching that's so critical to small businesses' success."

Tori Spelling Launches Glad's 'After the Wild Life' Campaign

Tori Spelling and The Glad Products Company have announced their partnership for a new social campaign.

The reality show star and mom of four, Tori Spelling is launching the brand's, After the Wild Life. The makers of Glad ForceFlex Black Bag have enlisted Spelling to serve as digital spokesperson for the campaign which is an extension of the brand's successful mock-reality series The Wild Life. After The Wild Life showcases a family of five wild animals turned famous following their hit series.

The brand, which is owned by Clorox, is trying a new strategy with the digital spokesperson role after mostly working with talent to

promote its brands via traditional media. Among the services, Tori will introduce a series of short confession-style videos of the characters, host the campaign on Glad's social media channels, as well as promote the campaign through her social media assets. There will also be a consumer promotions component with prizes including a two thousand dollar shopping spree offered to consumers using the Facebook video application on Glad's Facebook page.

The Wild Life campaign is anchored on the craziness of domestic life. After The Wild Life features the cast talking about what happened when a family of five wild animals took over

one house. Each character offers their own side of the story with Spelling acting as the host. Spelling herself knows how hectic life can get especially on the heels of her recent announcement to renew her own reality show, Tori and Dean: Home Sweet Hollywood and the August birth of her fourth child.

Based loosely on their animal stereotypes, the characters of The Wild Life were designed to represent different facets of the American household, all of which are capable of making a huge mess. The animals - a bear, chimp, raccoon, beaver and duck - were created through animatronics by puppeteers who worked on Jim Henson's the Muppets.



The Fresh Grocer Supermarket Opens Doors in New Brunswick



■ THE FRESH GROCER at Wellness Plaza, a public-private redevelopment project of New Brunswick Development Corporation (Devco), is a mixed use facility designed to improve the well-being of the community. Wellness Plaza incorporates the 60,000 sq. ft. supermarket along with a 1,275 space parking structure; and, eventually, an elevated walk-way to the train stations. It represents the area's first full-service supermarket in over 20 years, bringing the supermarket shopping experience to nearly 90,000 people.

A TODAY'S GROCER Special Report

The Fresh Grocer, a supermarket chain committed to developing new stores in communities lacking healthy and affordable food access, opened its first New Jersey location, November 5, at New Brunswick's Wellness Plaza. The opening of the 50,000 sq. ft. Fresh Grocer has created over 300 new jobs in the community and is the neighborhood's first full service supermarket in over 20 years, bringing fresh food access to nearly 90,000 people.

"The Fresh Grocer represents the first full-service supermarket to open in an urban center in New Jersey in a generation. As part of the new Wellness Plaza, The Fresh Grocer will provide New Brunswick with a convenient, affordable source of healthy produce and nutritious, fresh food items in our effort to provide a healthy lifestyle for all our residents," said New Brunswick Mayor James Cahill.

The original opening date was set for Friday, November 2, along with a VIP preview party on November 1, but Hurricane Sandy and its aftermath caused a delay in readying the store, blowing things off course by a couple of days. In lieu of the preview party, The Fresh Grocer made a donation to the American Red Cross to assist them in their disaster relief efforts.

Of the approximately 315 employees hired to work at the new Fresh Grocer, over 70%



■ IT'S OFFICIAL! The Fresh Grocer Chief Executive Officer Patrick Burns cuts the ribbon marking the opening of the new 60,000 sq. ft. shopping showplace in New Brunswick, New Jersey.

are local New Brunswick residents with another 20% living between 2 to 5 miles of the store. Overall, The Fresh Grocer employs over 1,500 people and continues to grow with the opening of new stores, focusing on hiring locally.

"The opening of the new Fresh Grocer is the best thing that could happen to New Brunswick," said Jessica Garcia, a new hire to The Fresh Grocer and resident of New Brunswick. "My new job is great, but that's not the only way that The Fresh Grocer is im-

pacting my life. I want to be able to eat and cook healthier for myself and my 8-year-old son. I'm lucky because my son loves fruits and vegetables, his favorite being spaghetti squash, but right now fresh ingredients are hard to find close by, especially because I don't drive. The new Fresh Grocer will remove that barrier and help me make a better life for my family."

The grand opening of The Fresh Grocer at Wellness Plaza kicked off with a ceremonial ribbon-cutting attended by Middlesex Coun-



ty Freeholder Director Christopher Rafano, New Brunswick Mayor James Cahill, Fresh Grocer President and CEO Patrick J. Burns, and Chris Paladino of the New Brunswick Development Corporation (Devco).

"Devco collaborated with a number of parties, including New Brunswick Parking Authority, City leadership, community advocates, Robert Wood Johnson University Hospital and the New Jersey Economic Development Authority to bring this project to fruition," notes Devco's President Christopher J. Paladino. "With a business plan relying on fresh, affordable foods, an array of prepared foods, nutritional programming and educational partnerships, as well as already demonstrating a strong commitment to the New Brunswick community, The Fresh Grocer will fill a vacuum for city residents, commuters, students and visitors."



■ A view of the expansive produce department in the new store.



■ A wide assortment of the finest International Produce.



■ Potatoes & Onions.



■ A view of the chill cases which contain Kids Corner, Garden Fresh Salad Station, and Fresh Life Bites, and more.



■ THE FRESH GROCER CEO Patrick Burns (left) and E.V.P. Grant McLaughlin (right) pictured in the produce department.

Wellness Plaza, a public-private redevelopment project of New Brunswick Development Corporation (Devco), is a mixed use facility designed to improve the well-being of the community. It comprises a state-of-the-art Fresh Grocer supermarket; a 60,000 sq. ft. fitness center; a 1,275 space parking structure; and, eventually, an elevated walkway connected to the train station. It will provide New Brunswick residents, visitors and commuters the opportunity to achieve a healthier lifestyle.

"The opening of Fresh Grocer in New Brunswick helps address two very important priorities of the Christie Administration: jobs for city residents and access to fresh and healthy food for local families," said Lt. Governor Guadagno. "It's hard to imagine families thriving and children doing well in school if they don't have access to nutritious food products. While this opening is another important step in the ongoing revitalization of New Brunswick, it's also a big step in ensuring the health and well-being of the city's residents, too."

The surrounding community has been without a full service supermarket for over two decades and the site of the new Fresh Grocer is located less than a mile from one of the



■ THE FRESH GROCER CEO Patrick Burns (center) and Executive Vice President Grant McLoughlin (center, left) pictured along with store team members and civic dignitaries prior to the opening ceremony.



■ Freshly-made cakes in the bakery.



■ International and Domestic cheeses and related delicacies.



■ The store has an expansive deli department as shown in the cases above, with additional displays pre-packaged and freshly-baked breads in front.

area's largest food deserts.

Last year, The Fresh Grocer made a commitment to the Partnership for a Healthier America to increase access to healthy, affordable food in communities that are currently underserved by opening five new full service

supermarkets over the next five years. The five new Fresh Grocers will sell a variety of fresh fruit, vegetables, fish, meat, dairy, and fresh prepared food products and will open over a period of five years, serving approximately 795,000 people and creating approximately 1,000 jobs. The Fresh Grocer's New Brunswick location is the first of these five new stores.

"Families can't even consider eating healthier if they don't have access to healthy, affordable foods, and through its commitment to PHA, The Fresh Grocer is addressing this issue head-on," said Larry Soler, President and CEO of the Partnership for a Healthier America. "With the opening of its newest store, The Fresh Grocer has already made great strides towards fulfilling its commitment, and we look forward to witnessing The Fresh Gro-

cer's future role in the continuing expansion of access to healthier foods."

Some features in the new Fresh Grocer include a garden fresh salad bar, full service catering department, full service meat and seafood departments, natural and organic items, an in-store bakery, artisan brick oven pizza, made-to-order sandwiches and subs, and over 400 varieties of fresh produce items, all at affordable prices.

"We are confident that our supermarket is going to be well-received by the community," Burns told TODAY'S GROCER. "We are here to make a difference by improving the overall quality of living in the area by making fresh, healthy and affordable food readily available in a new, modern and state-of-the-art setting."

The Fresh Grocer at Wellness Plaza, located at 100 Kirkpatrick Street, New Brunswick, NJ 08901, is open 24 hours a day, seven days a week.



■ FRESH CUTS service meat counter.



■ Frozen food cases with an end-cap display of Frozen Specials.



■ The large Wine Department features a wide selection of domestic and imported brands.



■ Cold Beer.



■ With a business plan relying on fresh, affordable foods, an array of prepared foods, nutritional programming and educational partnerships, The Fresh Grocer fills a vacuum for city residents, commuters, students and visitors.

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22 Frozen Food

Yoplait Frozen Yogurt Now in Stores



Debuts in Original and Greek Varieties

Yogurt lovers, it's time to celebrate. All the goodness of Yoplait yogurt is now also available in the frozen aisle.

Yoplait is making its debut in the freezer

aisle with new products, Yoplait Original and Greek Frozen Yogurt Pints and Bars, available nationwide.

New Yoplait frozen yogurt contains live and active cultures, real fruit and uses natural flavors. All flavors are low fat and a good source of calcium, with the Greek flavors also containing twice as much protein as regular frozen yogurt.

"Yoplait frozen yogurt is a refreshing and rewarding way to feel good about the nutrition of yogurt with a new smooth and creamy ice cream-like experience," said Jill Feuerhelm, marketing manager. "We've taken the most popular flavors and transformed them into frozen yogurt. The first bite says it all."

Yoplait Original Frozen Yogurt Pints are available in these popular flavors: Strawberry, Harvest Peach, Strawberry Banana, Cherry Orchard, Mountain Blueberry, Vanilla and Mixed Berry. Yoplait Original Frozen Yogurt Pints have a suggested retail price of \$3.99.

Yoplait Greek Frozen Yogurt Pints are available in these popular flavors: Honey Caramel, Strawberry, Blueberry, Peach, Black Cherry, Raspberry Fig and Vanilla. Yoplait Greek Frozen Yogurt Pints have a suggested retail price of \$3.99.

Yoplait Original Frozen Yogurt Bars are 1.75 fl. oz. and available in Strawberry Banana and Harvest Peach, having a suggested retail price of \$4.93 for a box of 10. Yoplait Greek Frozen Yogurt Bars are 2.65 fl. oz. and are available in Honey Caramel and Raspberry. These have a suggested retail price of \$4.93 for a box of six.



Alexia Foods Debuts Sweet Potato Rolls

Bread baskets are growing following the introduction of Alexia Foods' Sweet Potato Rolls. Unique to the category, this innovative sweet potato roll is an extension of Alexia's artisan bread offerings. The new rolls are made with the finest ingredients, including American-grown, farm-fresh sweet potatoes that bring an indulgent natural sweetness to every bite. With a unique combination of soft texture and sweet flavor, Alexia's Sweet Potato Rolls can also go conveniently from freezer to table in less than 20 minutes.

"The sweet potato is migrating away from its place at the holiday table and making its way to everyday dinner tables," said Mike Smith, vice president and general manager, Alexia Foods. "As a good source of vitamin A, Alexia Sweet Potato Rolls offer a simple, yet extraordinary, flavor and give food lovers a new way to enjoy a classic favorite."

The all-natural Sweet Potato Rolls join the brand's already impressive line of chef-inspired artisan breads, including Alexia Ancient Grain Rolls, Ciabatta Rolls, Classic French Rolls, Focaccia Rolls, Whole Grain Rolls and Garlic Baguette. All of Alexia's rolls offer at least eight grams of whole grain per serving, while maintaining a gourmet, indulgent taste.

New Alexia Sweet Potato Rolls are now available nationwide for a suggested retail price of \$3.89 per package.



Lisa's Organics Brings Farmer's Market Freshness to the Dinner Table

Serve-in-Minutes Frozen Veggie Line

The 66 million working women who don't have time to prepare a nutritious meal are about to receive good news! Lisa's Organics, the maker of a line of certified organic vegetable frozen side dishes, has combined the highest-quality veggies with chef-inspired sauces that go from freezer to dinner plate in just five minutes. Working women can eat dinner again!

Ideal as a standalone veggie for a healthy mini-meal or as a complement to a nutritious lunch or dinner, Lisa's Organics offers five varieties complete with chef-inspired glazes and sauces. The entire line is an easy way for anyone, even the most schedule-crunched businesswomen, to serve delicious hot meals in minutes.

Whether it's a savory addition to a risotto, a burst of flavor in a salsa or a gourmet touch to any pasta or quiche, Lisa's Organics help create tasty meals anyone can enjoy. With each bag containing two low-sodium servings, the Lisa's Organics line includes California Vegetables in Balsamic Glaze, Sweet Peas in Parmesan Herb Sauce, Whole Green Beans in Garlic Olive Oil Sauce, Broccoli Florets in Gorgonzola Bleu Cheese Sauce, and Southwest Vegetables in Ranchero Sauce. All of the products come with recipe ideas to help make quick meals in minutes.

More than just an organic food company, Lisa's Organics is fully committed to a "greener" world. Along with a first-of-its-kind #2 recyclable bag to reduce waste into landfills, they lower fuel consumption by buying from US and Canadian farmers, packaging products in the US and centrally locating their warehouse so they can get products to stores without undue time on the roadways. In 2012, Lisa's Organics created Garden to Hospitals, a program dedicated to teaching kids the importance of healthy eating in order for them to be advocates for change in their school lunch rooms and kitchens serving meals to kids in hospitals.



Get Swept Off Your Meat with Gardein's New Holiday Roast

'Tis the season for tasty, home-cooked meals and memorable family dinners. In celebration of these holiday traditions, Gardein, innovator of delicious and healthy meat-free foods, recently launched its Holiday Roast—a savory and festive meal option that is sure to surprise and delight anyone looking for holiday-inspired foods that are healthier and better-for-you.

Seasoned with a savory blend of spices, filled with a moist cranberry wild rice stuffing and served with home-style gravy, Gardein's Holiday Roast has mouthwatering real meat taste and texture and easily replaces traditional protein at any holiday meal. With 15g of protein, no cholesterol and only 140 calories per serving without gravy, the better-for-you Holiday Roast gives both meat-lovers and vegetarians reason to give thanks. And, because it can be prepared in a fraction of the time, Gardein's new offering will also liberate home cooks from the kitchen, giving more quality time with family and friends.

The Holiday Roast is part of Gardein's variety of everyday foods, made with a signature blend of slow-cooked soy, wheat, and pea proteins, organic ancient grains and vegetables for the meat-like taste and texture people crave. It has no cholesterol and less fat and calories than meat proteins.

The new Holiday Roast is available now for a limited time at retail for a SRP of \$12.99.



Bob Evans Food Products Eases the Morning Scramble at Breakfast

Bob Evans Food Products has introduced Breakfast Bakes, the simple goodness of breakfast in a hand-held hash brown. Retailing at \$3.99 for four individually wrapped Breakfast Bakes, families can enjoy a complete and satisfying breakfast that's affordable and will give them the energy they need to tackle the day.

To help beat the morning scramble, simply heat and eat any of the three varieties in just three minutes. The Sausage, Egg & Cheese variety combines Bob Evans premium sausage with scrambled eggs, warm, melted cheese and hash browns to create a simple and satisfying meal. The Bacon, Egg & Cheese variety brings together breakfast favorites in one baked-to-perfection, hand-held hash brown. Looking for a meatless option? A delicious blend of red and green peppers, fluffy scrambled eggs, hash browns and cheese make up the Southwest Breakfast Bake for the vegetable lover to enjoy.

"The great thing about Bob Evans Breakfast Bakes is that they help ease the stress of the morning scramble," said Mike Townsley, President of Bob Evans Foods. "Between packing lunches and getting everyone out the door on time, the morning can easily get away from you. With Breakfast Bakes, you can now serve a complete meal-in-one made with wholesome ingredients in a matter of minutes, without the greasiness you get from ordinary hash browns. They are easy to heat and easy to eat!"

Breakfast Bakes have less than 170 calories per serving, lower sodium than other hash browns and breakfast sandwiches, and pop into the microwave for immediate enjoyment.

"The Breakfast Bakes are made with Bob Evans quality ingredients and are baked, not fried, giving a warm, right-out-of-the-oven taste to breakfast," said Townsley. "They are a quick and easy breakfast that kids will want to eat and that moms can feel good about eating, too!"

Navarro Discount Pharmacy Opens Its 32nd Store

A TODAY'S GROCER
Special Report

Navarro Discount Pharmacy, the largest Hispanic-owned pharmacy chain in the U.S., has opened its 32nd store at 14055 Kendall Drive in the Kendale Lakes Plaza in the Kendall area of Miami.

"In addition to Navarro's well known discount value proposition, the Kendall store has several new departments including a garden center, staffed copy center and cafeteria," Guillermo Mestre, Kendall Store Manager told TODAY'S GROCER.

The store layout of the 23,500 sq. ft. store features new colors and enhanced signage in English and Spanish, wider aisles, a fragrance section with added light boxes and more products in the refrigerated food and dairy section. Navarro's unique services for customers include a Pediatric window for busy parents, Compounding pharmacy services, a free Diabetes Club for adults and children with diabetes and free prescription delivery for all customers.

The first 100 customers received a free Navarro reusable bag filled with product, there was free prod-

uct sampling throughout the day and every day Navarro low pricing. Free blood pressure, glucose, cholesterol and weight screenings were held on opening day concluding with a mini wine festival.

Navarro's signature products for Hispanics also available in the Kendall store include: Café La Llave Espresso coffee and Fabuloso multi-purpose cleaner plus popular brands such as Valentini, El Sembrador and La Fe. Navarro's new Vida Mia private label brand products, with labels in English and Spanish, are also available throughout the store.

Headquartered in Miami, Navarro Discount Pharmacy was founded in Havana, Cuba in 1940 and opened its first store in the U.S. in 1961. With 32 store locations, Navarro is the largest Hispanic-owned drugstore chain in the U.S. As a community pharmacy, the stores cater to Hispanic and ethnic markets and further differentiate themselves by offering many products and services that are not found in traditional drugstores such as wireless phones, designer fragrances, a large assortment of OTC and vitamins/supplements and in-store health screenings as part their Wellness Wednesday program.



■ NAVARRO DISCOUNT PHARMACY, the largest Hispanic-owned pharmacy chain in the U.S., has opened its 32nd store at 14055 Kendall Drive in the Kendale Lakes Plaza in the Kendall area of Miami.



■ STORE MANAGER Guillermo Mestre pictured with a display of Vida Mia products.



■ A major attraction at all Navarro Discount Pharmacy stores is the large fragrance department.



■ A view of the garden center.



■ Sure to be a big hit with shoppers is the in-store cafeteria.



■ The store features an extensive wine aisle.



■ New '5 for \$5' product promotions display.



■ \$\$\$ - Photo of the new 'price cut' signs in each aisle - showing a red \$ sign.



■ Copy center

24 Beverage

Abbott Introduces Ensure Complete Shakes for Adults



Abbott, healthcare company has launched Ensure Complete. Ensure Complete shakes offer 4-in-1 nutrition that provides targeted muscle, heart, immune system, and bone support to help meet adults' daily dietary needs. Available in chocolate and vanilla flavors, Ensure Complete shakes are suitable for gluten-free and lactose intolerant diets.

Ensure Complete shakes feature Abbott's proprietary ingredient, Revigor, a source of beta-hydroxy-beta-methylbutyrate (HMB), an amino-acid metabolite, and 13 grams of protein to help protect, preserve and promote muscle health. Revigor, in combination with protein, can help rebuild muscle by helping to stabilize muscle cells and slowing protein breakdown while promoting the production of new muscle tissue.

Ensure Complete also has omega 3's to support heart health, prebiotics¹ and antioxidants (vitamins C, E and Selenium) to support the immune system, and calcium and vitamin D for bone support.

1 Not for individuals with galactosemia
2 610-650 mg of plant-based omega-3 fatty acid ALA
3 To help promote digestive tract health

Nth Degree Innovations™ Launches



"Game Changing" Low-Glycemic Sports Drink

When it comes to sports performance drinks, the bar just got raised even higher with the introduction of Nth Degree's line of Low GI Performance Drinks. The key to the superior performance of Nth Degree Low GI is the ingredient Palatinose™, considered the "next generation sugar."

Most popular sports drinks contain higher glycemic index carbohydrates like high fructose corn syrup, maltodextrin, glucose and sucrose. These higher glycemic index "fast" carbohydrates release glucose into the bloodstream at a much faster rate.

This signals the pancreas to release higher amounts of insulin. This could result in large spikes and drops in blood glucose levels. Palatinose derived from sugar beets, is a healthy, low-glycemic functional carbohydrate that digests fully and more slowly—supplying an active body with the full energy of carbs but over a longer period of time. Palatinose has been shown to generate a lower effect on already normal blood glucose levels compared to other higher glycemic index sweeteners.

According to several studies at the University of Freiburg Rehabilitative and Preventive Sports Medicine school, Palatinose was proven to promote fat oxidation (burning) during physical activity, as well as during rest! This means Palatinose increases the ratio of energy derived from fat, relative to the total amount of energy required while being active.

In addition to the use of Palatinose, Nth Degree Low GI Performance Drink is fortified with vitamins B3, B5, B6, B12 and a balance of electrolytes such as sodium from natural sea salt, potassium, magnesium and calcium. Nth Degree Low GI also has no artificial colors, flavors or preservatives, making it a smart choice for health conscious consumers.

"Nth Degree Low GI Performance Drink is breaking new ground by offering a low-glycemic index sports performance drink alternative to well-known market leaders. By doing so, we will be bringing the performance drink category to the next level," stated Bob Todaro, COO of Nth Degree Innovations Inc.

Nth Degree Low GI Performance Drinks come in four natural flavors: Orange, Raspberry, Lemon Citrus and Fruit Punch. They're fortified with B vitamins and a balance of electrolytes such as sodium from sea salt, potassium, magnesium and calcium. In addition, Nth Degree Low GI has no artificial colors, flavors or preservatives. A 20-ounce bottle has a suggested retail price of \$2.49.

New Orleans Roast Debuts New Packaging



New Orleans Roast is based in the coffee capital of the world. The history of coffee in Louisiana is rich and strong. Coffee first arrived in 1720 when French explorers introduced it to the City. Today, one third of all the coffee in North America lands first on the docks of the Crescent City. Savor a cup of coffee almost anywhere in North America and you will taste New Orleans.

New Orleans Roast selects only 100% Arabica coffee beans plucked at the peak of ripeness. Their roaster then slow roasts these beans, in small batches, to create this specialty blend of gourmet coffee that's as unique and flavorful as the city it calls home.

A wide variety of products are available, including: Medium Roast, Dark Roast, Decaffeinated, Coffee & Chicory, Espresso, Flavored Coffees, Iced Coffee, Hot Cappuccino and Iced Tea.

Navitas Naturals Introduces Organic Coconut Water Powder

For thousands of years, tropical cultures have enjoyed the nutritional and thirst-quenching benefits of coconut water. Now, Navitas Naturals has designed a new product that celebrates this ancient hydration tradition, but adds a convenient modern twist. The leading superfood company's new Coconut Water Powder offers all the benefits of pure, coconut water, without having to ship all the water around.



Designed for on-the-go hydration, Navitas Naturals Coconut Water Powder is made from the juices found inside fresh, young organic coconuts. The electrolyte-rich liquid inside the coconut has been removed and freeze-dried to preserve the flavor and nutrients in the powder, which is certified organic, raw, vegan, gluten-free and kosher.

This innovative organic drink powder provides 5 key electrolytes to support rapid hydration: sodium, magnesium, calcium, potassium and phosphorus. Each 35-calorie serving contains more potassium than a banana, and it provides many other essential minerals and vitamins.

Navitas Naturals Coconut Water Powder allows customers to create their own coconut beverage according to their own taste-buds, recipe inspiration and hydration needs. They can simply stir 11 grams of the powder into a glass of water to create a delicious hydrating sports drink, or add water to the powder and use the liquid as they would coconut water in a smoothie, or any recipe. Offered in an 5.8-ounce re-sealable and recyclable pouch, organic Coconut Water Powder and other Navitas products are available throughout North America.

The Cold-Brew Expansion Effect

Chameleon Cold-Brew Coffee Moves Into Regional Markets

Chameleon Cold-Brew recently announced added distribution in Southern California, Arizona, Nevada, Maryland, the District of Columbia, Virginia, Pennsylvania and New York. The concentrated coffee that hit shelves in August in 2010 has since taken over the Texas market and expanded into Louisiana and Colorado before moving to both coasts.

As part of the expansion, Chameleon has signed distribution agreements with United Natural Foods, Inc. (UNF) and Labatt Food Service. Chameleon Cold-Brew is available at a variety of retailers in these markets including Whole Foods Markets, select Wegman's stores, MOM Organic Market and Roots Market with more retailers coming soon.

"We continue to grow with our existing retailers, such as Whole Foods, and new stores including Wegman's, which will be a great partner. Our new retail partners and distributors has assisted in getting Chameleon not just into new markets, but the right markets," said co-owner, Chris Campbell. "Chameleon is a great fit for the warmer climates in California and has been well received in the Urban areas along the Mid-Atlantic coast. We're fortunate to have great partners who understand what we're doing and help us bring Chameleon to customers around the country."

"As an entrepreneurial brand growing into new markets and retailers it is key to find the right partners who are committed to mutual success. We are selective in the process," Campbell said. "The future of chameleon is about finding the right pieces to the puzzle and, of course, it doesn't hurt when shoppers are asking for it at their local grocers." It truly is Coffee, Evolved.

Chameleon coffee is sold in the refrigerated section in 16 and 32 oz. recyclable glass bottles.



Red Rose Tea Debuts Black Tea Single-Serve Cups

Red Rose Tea has introduced four new Simply Indulgent black tea flavors in single-serve cups. The naturally flavored cups are available in Cinnamon Bun, Spiced Chai, Sweet Mint and Vanilla Biscotti flavors, and may be purchased at select U.S. retailers this month.

"Red Rose Tea is excited to broaden our offerings with this new line of teas," said Michele Peters, brand manager of Red Rose Tea. "Consumers will love the new single-serve cups because they are made with the trusted quality that Red Rose is known for, while providing them with a quick way to experiment with new flavors and blends. These are ideal for busy families, who can now savor life's special moments with Red Rose at just the touch of a button."

"The decision to create the flavors within the Simply Indulgent Tea line – a line of rich, indulgent, flavors – was a natural choice," said Peters. "We received immediate, positive feedback on the Simply Indulgent tea bag flavors, and we anticipate the same level of excitement with the single-serve cup flavors."

Red Rose Simply Indulgent Teas marry high-quality tea standards with premium flavors. The single-serve cups are also lightly and naturally sweetened. As with the initial Simply Indulgent Teas, the new single-serve cups are packaged to visually stimulate the consumer the same way the product does through taste. This concept carries over to the product display, which incorporates a scratch-and-sniff feature, allowing consumers to experience the delicious aroma at the store. The Red Rose Simply Indulgent Tea bag flavors, released this past summer, include Cinnamon Streusel, Crème Caramel, Lemon Chiffon and Peach Cobbler.

The Red Rose Tea Simply Indulgent Single-Serve Cups will retail around \$7.99 for a 12-count box.

MOM's Organic Market Celebrates Grand Opening in Waldorf, MD

A TODAY'S GROCER Special Report

Maryland's family-owned organic grocer, MOM's Organic Market, is bringing organic food at affordable prices to southern Maryland following the opening of a new store in Waldorf, MD.

The new store, MOM's first location in Charles County, provides local customers with vast selection of 100% certified organic produce; grass-fed organic meat and dairy; bulk food, coffee and spices; sustainable seafood; food for gluten free and raw diets; freshly baked Spring Mill Bread and an extensive wellness department.

Located at the intersection of Route 301 and Plaza Way, MOM's Waldorf was renovated following environmentally conscious principals that support MOM's purpose: to protect and restore the environment. The store design utilizes low impact building materials, low VOC paint, LED lighting and energy-efficient closed-door coolers. Like all MOM's Organic Market locations, MOM's Waldorf is 100% wind powered. The store features recycling centers for CFL bulbs, household batteries and used shoes. Two electric car charging stations are available (free of charge) in the parking lot outside.

MOM's also offsets the carbon footprint for shopping by purchasing carbon credits from TerraPass in proportion to estimated emissions from customers' travel to and from the store.



■ MOM'S ORGANIC MARKET, is bringing organic food at affordable prices to southern Maryland following the opening of a new store in Waldorf, MD.



■ Customers sample fresh bread slices while MOM's staff prepares samples of Spring Mill Bread.



■ GENERAL MANAGER Howard Ehret

MOM's Organic Market celebrated the Grand Opening in Waldorf on November 9th, 10th and 11th during regular store hours (9am - 9pm Monday through Saturday, 9am - 8pm Sunday). The festivities included dozens of vendor demos, free food samples, goody bags and gift-baskets, plus crafting activities and henna face-paint for kids.

Founded by Scott Nash in 1987, MOM's Organic Market has grown from a Beltsville, MD based organic produce delivery service to the Washington-Baltimore region's premier series of family-owned organic grocery stores. Today, MOM's operates ten stores in the region, located in Alexandria, VA; Herndon, VA; Merrifield, VA; Bowie, MD; College Park, MD; Frederick, MD; Jessup, MD; Rockville, MD; Timonium, MD and Waldorf, MD.



■ Customers enjoying free samples outside of MOM's.



■ Chief Financial Officer Kelly Molar serving organic popcorn at the grand opening.



■ Customers enjoying free henna body art at the grand opening.



■ Organic and natural cleaning supplies.



■ Vice-President of Education & Leadership Jon Croft outside the store.



■ Two electric car charging stations are available outside the store (free of charge).



■ Shoppers can save when bringing their own containers to fill from the store's wide selection of bulk products.



■ The store offers a wide selection organic and gluten free breads.

26 Dairy & Deli



Heluva Good! Expands Its Cheese Offerings

Three New Flavors Offer Consumers Sharper, Bolder Options

Continuing a legacy of bringing innovative and exciting flavors to ordinary favorites, Heluva Good!, producer of the country's top-selling dairy dip, introduces Heluva Good! BOLD — a new line of naturally aged cheeses.

The new line, which is now available in select Northeast grocers, includes Chipotle Cheddar, Habanero Jack and Special Reserve Extra Sharp Cheddar cheeses.

"These new flavors put a twist on traditional favorites and provide bold options to cheese lovers," said Chris Ross, Vice President of Marketing at HP Hood, LLC. "The BOLD flavors are each pronounced and unique, and offer consumers a great new way to add flavor to their holiday gatherings, family parties or everyday snacks and dinners."

Each new flavor is distinctly different from the rest. Chipotle Cheddar offers a smoky, sharp cheddar cheese taste; Habanero Jack is a smooth, creamy jack cheese with a habanero spice; and Special Reserve Extra Sharp Cheddar is aged for over 15 months for a seriously sharp flavor.

Deli/Bakery Shoppers Expect Better Information

The new report from IDDBA, Consumer Shopping Dynamics: The Decision Tree, finds that shoppers expect better information in the deli and bakery. Consumers today have nearly unlimited access to every kind of information. It is not surprising that they are looking for information in the deli and bakery as well.

Shoppers prefer to know everything—from ingredients to benefits, to nutritional, to source and delivery information. Even though consumers may not actually read the presented information, they definitely want to know it is there if they choose to do so.

Retailer information should be considered a one-way conversation. Communications include in-store signage, email and online information, and sales flyers. Together they convey the store's "face" or personality and leave an impression on customers.

Labeling is an important method of communication. From simple bin signage and organization to nutritional disclosure and ingredient lists, labeling plays a key role at all levels. Clear, easy-to-read and easy-to-understand information adds convenience to the shopping experience as well. For those shoppers with dietary restrictions, the nutritional and ingredient information becomes critical. Proof of freshness is something else shoppers look for. Including dates of production and expiration are particularly relevant to the deli and bakery departments.

Another way a store can provide information to the customer is simply by showing them. Visual proof that the store has proper procedures in place, and better yet, that these procedures are enforced, can be very reassuring. Show shoppers best practices in use, for example: staff baking onsite, staff wearing gloves, area appearing clean, etc. This will give customers confidence and trust in the store.

When a store doesn't provide information, shoppers are quick to come up with their own ideas, which are often untrue. This can lead to aborted purchases and spreading these ideas to other shoppers. Providing good information through signage, labels and showing the shoppers that you follow proper procedures will help customers to make positive assumptions about the store and make them feel like they can make an informed purchase decision.

Sabra Introduces



Grab N Go Pack with Salsa and Tostitos Tortilla Chips

Sabra Dipping Company, has announced the addition of a Grab N Go pack featuring Sabra's Homestyle Medium Salsa and Tostitos Bite Size Rounds tortilla chips to its line of products. Sabra's popular Grab N Go cups with Classic, Roasted Garlic and Roasted Red Pepper hummus paired with pretzels have been available since 2005.

"Eating on the go doesn't have to be a struggle," said Janice Greenwald, Brand Manager, Sabra. "Since their initial launch, the Grab N Go cups have been a customer favorite. Our fans have been clamoring for even more snack options that don't require preparation. Made from delicious, ripe vegetables, Sabra Salsa was the natural choice for the new snack packs, and Tostitos tortilla chips are the perfect dippers."

This is the first time Sabra has offered its delicious, refrigerated Salsa in a single serving size. All Sabra salsas are made from hand-selected tomatoes, and are combined with delicious, chunky vegetables, herbs and spices. The new offering will join Sabra's family of refrigerated Salsas, Hummus, Guacamole and Greek yogurt vegetable dips.

Research Says Variety Plays A Key Role In The Deli/Bakery

A key finding of the new report, Consumer Shopping Dynamics: The Decision Tree, from the International Dairy-Deli-Bakery Association™ (IDDBA) is that variety is an impactful factor in the in-store deli and bakery departments. The research found a greater demand for niche products, a wider array of options, customization opportunities, and healthier offerings.

Today, consumers have many choices in where to purchase their food. This broadens their perceptions and expectations

of product offerings. However, simply offering many different items is not enough. And stores can't depend only on the top selling varieties. Specialty or niche products can draw customers in. Customization options for cakes or catering and limited time products are also ways to communicate variety. Orderly presentation, well-stocked shelves, and supportive signage are also factors that must be part of the deli/bakery experience. Together these factors tell the customer that the

store cares and the products are high quality.

Many consumers are trying to practice healthier eating habits. Another trend is that more people are eating at home. Together, these two ideas present a great opportunity for delis and bakeries to showcase healthy options. Keep in mind that "healthy" means something different to each consumer. This is another reason why variety becomes key to a successful deli or bakery.

Sabra Introduces Roasted Garlic and Mango Peach Salsas

New Salsa Offerings Extend Popular Line



Sabra Dipping Company, has announced two new additions to its popular line of refrigerated salsas, Roasted Garlic and Mango Peach. Joining Homestyle Mild, Homestyle Medium, Southwest and Pico de Gallo, the two new salsa varieties are available nationwide.

Sabra salsas are made from high quality, Roma tomatoes and spices. The Mango Peach variety features chunks of fruit that complement the flavors of the tomatoes and onions - a fun and delicious twist on traditional salsa. The Roasted Garlic flavor gives new dimension to the classic dip - especially for garlic lovers!

"Sabra salsas are quickly gaining popularity among consumers who enjoy the extraordinary flavor of a fresh salsa," said Greg Greene, Sr. Manager, Sabra. "If you have never made your own Mango Peach salsa or you don't always have the time, we are so pleased to offer this delicious home-made inspired salsa. As always, Sabra worked with consumers to develop the new flavors so they are packed with delicious cut veggies. Enjoy!"

The new offerings join Sabra's family of almost 20 hummus flavors, salsas, guacamoles and Greek yogurt vegetable dips.

National Museum of American History Satisfies Food History Craving

The Smithsonian's first major exhibition on food history—"FOOD: Transforming the American Table 1950-2000," opening at the National Museum of American History November 20—explores some of the major changes in food and eating in postwar America. Among the topics on the 3,800-sq. ft. exhibition's menu are changes in food production and processing, in who cooks and why, where and when meals are consumed and what people know (or think they know) about what is good for them.

Julia Child's kitchen, which she donated to the museum in 2001 along with its hundreds of tools, appliances and furnishings, serves as the opening story of "FOOD," demonstrating her influence on the culinary field, food television and the ways many Americans think about food and cooking.

"Food is a fundamental subject that everyone can relate to," said Paula Johnson, museum curator and project director for the exhibition. "The second half of the 20th Century was a time of rapid change in America. This exhibition taps into the widespread and robust interest in food-related topics and encourages dialogue about food and the forces and factors that influenced how and what we eat."

"FOOD" looks at the impact of innovations and new technologies and the influence of social and cultural shifts in four sections with 160 objects:

► **"RESETTING THE TABLE"** reveals the influences of new immigrants and how the foods and flavors from Asia, Africa, the Middle East, Mexico and Central America have become an integral part of daily life for many Americans. This section also explores the impacts of the counterculture and "back to the land" movements in the 1960s and 1970s and the increased consciousness for "good food"—local, organic and artisanal.

► **"WINE FOR THE TABLE"** is devoted to the growth and expansion of American wine and winemaking after 1950. This



■ **WINE FOR THE TABLE:** Italian immigrant home winemaking equipment.

New Exhibition Looks at Food, Wine and Eating in America



■ **JULIA CHILD'S KITCHEN:** The opening story in the new exhibition FOOD: Transforming the American Table 1950-2000 at the Smithsonian's National Museum of American History. Photos: Courtesy Smithsonian's National Museum of American History, Hugh Talman.

section examines how new approaches to vineyard planting and management, new technologies and practices, and innovative marketing strategies helped winemakers overcome challenges that remained from the Prohibition era. While most of this section focuses on California, one of the most

significant changes revealed is that by 2000, wine was being produced in all 50 states.

► **"NEW AND IMPROVED"** explores how science and new technologies increased food production in the fields, processing and distribution, and how an eager American public

embraced the abundance, variety and convenience. This section also looks at innovation in food preparation at home and the rise of snacking and drive-through and on-the-go eating.

► **"OPEN TABLE"** invites

visitors to take a seat at a 22-foot-long communal table, made at the museum, to share their own thoughts and experiences about food and change in America.

The exhibition is open-ended and serves as the foundation for a major initiative by the National Museum of American History to create an ongoing program on food and drink in America. The museum envisions taking food and food history to the nation through its ongoing collecting efforts and a series of symposia and intellectual exchanges, online offerings and dynamic public programs. An advisory group will counsel the museum on ongoing collecting, research, programming and fundraising efforts. In 2015, following completion of renovations in the west exhibition wing, the museum's first floor will house a state-of-the-art demonstration kitchen.

El Chico, a Dallas-based, Tex-Mex restaurant brand with unique Hispanic flavor is participating in the Smithsonian National Museum of American History's new exhibit, "FOOD: Transforming America's Table, 1950-2000." El Chico is the only Mexican brand featured in the exhibit.

El Chico is featured in the "Resetting the Table" section of the exhibit, which explores the role of new immigrants in introducing new flavors and examine the roots of movements embracing local, fresh, and organic foods. The museum is using the restaurant's story as an example of the rise of Mexican and Tex-Mex food in the U.S.



■ An early promotional booklet for Kraft's Cheez Whiz.



■ A fondue pot from the 1970's.



■ Julia Child's French copper bowl.

Tops Friendly Markets To Acquire Three Big M Supermarkets

Tops Friendly Markets, a leading full-service grocery retailer in upstate New York, northern Pennsylvania and western Vermont, has entered into an agreement with the Farrugia family to acquire three Big M supermarkets located at 227 East Main Street in Elbridge, NY; 3385 Main Street in Mexico, NY and 9 Mechanic Street in Jordan, NY.

This marks the third acquisition deal this year for Tops and will expand Tops' footprint further into areas of northern and central New York State. The planned acquisition of the three stores follows the 2010 acquisition of the Penn Traffic stores and 2012 acquisitions of 21 Grand Union stores and a store in North Boston, NY.

"We are excited about this growth opportunity for Tops, as we bring these new stores into the Tops family," said Frank Curci, Tops Markets' president and CEO. "These stores are a natural addition to our current footprint and we look forward to meeting the needs of our new neighbors and customers, providing them with a positive shopping experience that focuses on variety, freshness, convenience and exceptional value."

"First and foremost, the Farrugia family would like to thank the Elbridge, Jordan and Mexico communities for their many years of loyal support starting in 1968 in Elbridge, New York," said Michael Farrugia of the Farrugia family. "Because of this support, we were able to grow into an organization employing close to 200 associates. We feel that the addition of Tops Markets will enhance the ability for future employment as well as the capacity to upgrade these stores to the benefit of these communities for years to come."

Again, we thank everyone for their many years of loyal support." There are approximately 161 associates employed at these locations, and Tops will offer all associates at each of the three locations continued employment with Tops and operate all stores without any interruption in service upon closing.

The sale is expected to close by December 31, 2012.

Forklift To Florida High School

Cat Lift Truck to Be Used to Teach Students Logistics Skills

A Florida-based Cat lift truck dealer recently donated the use of a forklift to a local high school, allowing students to receive hands-on instruction and gain the skills and experience necessary for a successful career in the logistics industry.

Ring Power Lift Trucks donated the use of a Cat lift truck 5,000 lb. capacity cushion tire truck to Columbia High School's Global Logistics Academy in Lake City, FL, in early October at an event with administrators and students, including Rebecca Golden, Columbia High School Global Logistics instructor.

"The forklift will allow our students to train and become forklift certified, making them more employable," Golden said.

The Cat lift truck is valued at \$20,000 and will be used in the school's warehouse for the academic year. Outside groups will also use the truck to become forklift certified, providing additional income to sustain the program, Golden said.

"Proper training and education is crucial in the logistics industry, and the best



Students and administrators at Columbia High School's Global Logistics Academy met with representatives from local Cat® lift truck dealer Ring Power Lift Trucks in early October when the dealer donated a Cat lift truck to help students gain the skills and experience necessary for a successful career in the logistics industry.

way to learn is with hands-on instruction," said Robert Burkhead, general manager, vice president of Ring Power Lift Trucks. "We're proud to support Columbia High School students in preparing for a career in logistics with the donation of this Cat lift truck."

Three years ago the Global Logistics Academy started with 53 students. Currently 124 students are enrolled in the

program and many of them enter careers in the logistics field upon completion of the program. At the warehouse on campus, students receive books from First Book, an organization based in Washington D.C. that collects and donates books. When a shipment arrives, students receive the order, package the books and then distribute them throughout the country.



WINE CADDY SCULPTURES, from H & K Recycled Metal Art, are beautifully hand-crafted metal art pieces made from recycled steel and copper by European artisans. Preserving old world craftsmanship, each piece is individually bent, cut, welded and brushed, resulting in an original work of art. \$29 - \$119, Winecaddys.com

Flossing Is More Convenient Than Ever

With New Plackers Travel Case

Plackers is making flossing on the go more convenient than ever with the introduction of the new Micro Mint Travel Case, a sturdy plastic flosser case that slips easily into purses, gym bags, carry-ons and more.

Filled with 12 Micro Mint flossers, featuring Super Tuffloss® high-performance floss engineered not to stretch, shred or break during use, the new travel packs provide an oral care solution for people on the move who want a better clean than toothpicks or gum can offer. The Micro Mint's fold-away pick also helps keep teeth debris-free on the go, and its mint flavor freshens breath for a thoroughly clean mouth feel.

"Plackers invented the first disposable flosser 40 years ago, and ever since then we've continued finding easier ways for people to practice good oral hygiene," said Jim Pelotes, vice president of marketing for Ranir, Plackers' parent company. "Our new Micro Mint Travel Case makes it convenient to floss at the office, the gym, on the plane - wherever the need arises."

MSRP for a 12-count Micro Mint Travel Case is \$1.29



Papa Ben's Kosher Mandelbroyt Expands Distribution

Papa Ben's famous twice-baked Mandelbroyt is now available at all Gelson's locations across the Los Angeles, Orange and Santa Barbara counties. Angelinos can also purchase the all natural treats in specialty stores across the Los Angeles area. "Papa Ben" Lesser, the talent behind the baking, has revitalized the family tradition and has created five exclusive, new flavors to tantalize every palate. The Eastern European delights are not only delicious, but they are all-natural, Kosher, non-dairy, Pareve and only 80 calories per cookie.

Flavors Include: Original Family Recipe, Lem on Blueberry with Poppy Seeds, Minty Dark Chocolate, Chocolate Espresso Bean and Spicy Chipotle with Ginger and Dark Chocolate.

"We are excited to share one of our most cherished family traditions with the Southern California market place," said President Gail Lesser-Gerber.

"Los Angeles is our hometown and we are thrilled to kick off the launch of our Mandelbroyt here in our own backyard."

Papa Ben's Kitchen is also very committed to giving back to the community by supporting a very worthwhile cause. A percentage of the profits are donated to the Zachor Holocaust Remembrance Foundation, whose mission is to ensure that the tragedies of the Holocaust will never be forgotten.

Papa Ben's sweet, crispy twice-baked Mandelbroyt is an Eastern European delight revived by Ben Lesser and his family. The brand offers an Original Family Recipe, as well as four exciting flavors to tantalize every palate.

The delectable treats are not only delicious, they are all-natural, Kosher, non-dairy and Pareve. "Papa" Ben's desire to share his old family traditions to the world began with the expansion of his family, and inquisitive grandchildren wanting to know the family history. It was then that he rediscovered his long lost passion for baking. By founding Papa Ben's Kitchen, Ben hopes to be a part of creating more great family traditions for his family and families all over the world!

VitaClay Multicooker

Unique Slow Cooking Device

THE VITACLAY MULTICOOKER is a fusion of the time-honored clay pot method of cooking and a modern electronic dual slow cooker and rice cooker, offering a new and better way to accomplish both tasks. The VitaClay utilizes a mineral-rich liner made from all-natural, hand-selected Zisha clay that retains and enhances the fresh, natural flavor of food and preserves its natural juices and nutrients. Unlike non-stick aluminum or ceramic cookware, the clay liner is pure and free of metals and chemicals like lead or Teflon. The liner is removable and completely dishwasher and microwave safe. In addition to excellent flavor and healthiness, the VitaClay is a fantastic time-saver, through its slow cook/rice cook feature and its set-and-cook capacity, perfect for families that want a home-cooked meal after a busy day. Its unique microcomputer and precision built-in thermostat enable it to self-adjust the heat up or down based on the ingredients in the pot, the volume, and the set time. Can be set to cook over a longer or shorter period of time than other cookers, ranging from 30 minute boil to 20 hour slow-cook. Retail for \$139.99, it can be purchased online at www.vitaclaychef.com, via phone at (877) 877-9121 or at retailers throughout North America.





Prepárate para impresionar

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

Cremosa Pasta de Aceitunas

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

Ingredientes

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

Instrucciones

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



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

El premio ChefsBest® a Mejor Sabor es otorgado a la marca con mayor puntaje general entre marcas líderes por chefs profesionales independientes.

30 Wines & Beers

La Cantina Pizzolato Debuts New Italian Pinot Grigio



Natural Merchants, LLC, with headquarters in Grants, Pass, OR and Cartagena, Spain has introduced La Cantina Pizzolato Pinot Grigio made with 100% organically grown grapes. This easy-to-drink wine is developed for the American palate and simply delightful by the glass or paired with a meal. The deliciously smooth Pinot Grigio has just a hint of citrus, and a dry but full round body that is perfect for pairing with a Holiday dinner or served at a cocktail party.

The Pinot Grigio grapes are grown by La Cantina Pizzolato in the Venezia DOC region, with the vineyards situated on the plains and hillsides near the Piave river. The "P" on the label represents Pizzolato, Pinot Grigio and the Piave River running through the middle. The wine's terroir shines through with just a hint of beautiful minerality that comes from stone of the Dolomite mountain range, carried in from the river Piave. This is the only DOC organically grown Pinot Grigio available in the U.S. market.

Pizzolato Pinot Grigio was developed by Settimo Pizzolato, a 5th generation winemaker. La Cantina Pizzolato estate is located in the rich and flourishing countryside in the north of Treviso, Italy. La Cantina Pizzolato produces Italy's number one selling Organic wines.

The grapes are carefully harvested by hand during the end of August. The wine's vinification process includes a soft crushing, immediately separating the skins from the must in the pressing phase resulting in a delicate white wine from a pink-hued grape. Controlled temperature fermentation takes place at a maximum of 59°F in stainless steel tanks while resting on fine lees. Partial Malolactic Fermentation creates a rounder, fuller mouth feel. Aging and stabilization occurs in stainless steel tanks for 2-3 months with frequent batonnage to stir the fine lees after settling.

Big Rack Premium Vodka Shows the World That Camouflage 'Is' a Lifestyle



American Made for the American Outdoorsmen

Giddy up! Berniko, LLC - Spirits Importers- has recently launched the newest addition to their ample portfolio: 'Big Rack Premium Vodka' - 6x distilled and charcoal filtered.

Coining the catchphrase "camouflage 'is' a lifestyle," Big Rack Vodka made its debut presentation amongst its greatest fans this past September, at the Texas Hunting and Outdoor Classic in San Antonio, TX.

Big Rack Premium Vodka was created as a tribute to all lovers of the outdoors. To all fellow free spirited minds who take pride in excelling in the wilderness and becoming one with nature. To the explorers, hunters, soldiers, fishermen, campers, hikers, drafters, climbers. Created in American soil, in the heart of Kentucky. No imported Vodka could surpass in flavor, quality, and smoothness like 100% American born 'Big Rack.'

The buzz of this product - due to its taste and amazing packaging- has created waves of enthusiasts and fan base amongst hunters, outdoorsmen, young Americans, Marines, Navy, Air Force, Army, and police officers.

Big Rack Premium Vodka's kickoff is beginning with the Lone Star State in Goody Goody, Specs, Gabriels, and Pinkies stores, just to name a few. Its rollout launch will be in over 25 U.S. States.

VOGA Italia Wine Debuts Dolce Rosso

VOGA Italia, the purveyor of meticulously crafted, eye-catching wines imported from Italy, has announced the addition of Dolce Rosso to its extensive collection. The newly-released sweet red is at the forefront of today's latest emerging wine trends, offering consumers a sweeter, more approachable red wine that appeals to both connoisseurs and exploratory wine drinkers alike.

VOGA Italia's Dolce Rosso combines a supple blend of Italian Syrah and Merlot, offering up tantalizing flavors of plum and cherry to entice the palate and deliver a smooth, lingering taste. Great for daylight delights or evening temptations, VOGA Italia's Dolce Rosso is the perfect way to celebrate "la dolce vita" - the sweet life.

Dolce Rosso is packaged in VOGA Italia's striking and award winning cylindrical bottle with resealable cap. Dolce Rosso's bold red branding will draw the eye of consumers while staying true to VOGA Italia's unique presentation and style. Dolce Rosso is available nationwide for a suggested retail price of \$10.99.



Penn Brewery Releases Winter Seasonal Beers

Penn Brewery has announced the release of its winter seasonal beers, Penn Nut Roll Ale and Penn St. Nikolaus Bock.

Penn's new Nut Roll Ale was inspired by the popular eastern European-style pastry made by so many Pittsburgh "nans" at holiday time. This spiced nut brown ale is replete with cinnamon and vanilla, a nutty character, and a dry finish. With an ABV of 5.5% and IBUs of 20, Nut Roll Ale pairs beautifully with sweets or desserts. It will be available the week of Thanksgiving on draft, in 12-oz. bottles and in Penn's Gourmet Selection variety packs.

St. Nikolaus Bock, one of Penn's most popular beers, is a winter bock style. Deep mahogany in color, St. Nikolaus Bock is lush and rich with chocolate, caramel, black, and Munich malts and Perle hops. The beer has an ABV of 6.5% and IBUs of 25, and will be available the week of Thanksgiving on draft, in 12-oz. bottles, and in Penn's Gourmet Selection variety packs.

Companion beer St. Nikolaus Brewer's Reserve is a Doppelbock version with a higher ABV of 8.5% and IBUs of 25. Reserve took a silver medal at the 2011 Great American Beer Festival®. Reserve will also ship by Thanksgiving, on draft and in 22-oz. bottles.

Nut Roll Ale and St. Nick Bock will close out 2012's lineup of Penn seasonals, but more varieties are not far behind. Penn's Chocolate Meltdown Stout and Penn Marzen are both slated to ship in January 2013.

Hope Family Wines Keeps Classic Cool

With New Liberty School Label Design

Liberty School, is introducing a new package design. Liberty School was founded nearly 40 years ago and is owned by Hope Family Wines of Paso Robles, Calif. President and winemaker Austin Hope enlisted designer Jeffrey Caldevey of ICON Design Group to create the packaging. The updated bottles began shipping to accounts nationally in mid-October with the 2010 Liberty School Cabernet Sauvignon and 2011 Chardonnay wines (SRP\$14).

"The quality of Liberty School wine consistently over-delivers at its price point. The new label reinforces this wine as an American classic," says Hope. "We make this wine in a traditional and restrained style under 14% alcohol that is meant for the dinner table and daily enjoyment. For the price, there is no better representation of Paso Robles wine on the market."

Pulling on familiar elements from the winery's previous packaging designs, the new labels offer greater emphasis to the image of the Liberty School schoolhouse. The label's nostalgic tone pays respect to the tradition of honest work, dedication and perseverance that one-room schoolhouses represented in early rural life in America, while emphasizing the principles of quality, consistency and value to which Liberty School wines aspire.

Liberty School has earned its place among the best-known and most widely distributed wines from California's Central Coast. Comprised of fruit from over 50 independent, family-owned Paso Robles and Central Coast vineyards, Liberty School is made in a traditional style: fruit-driven, barrel-aged and crafted to reflect true varietal and regional character.

Hope Family Wines is a family-owned and operated winery in Paso Robles, CA, encompassing five brands: Liberty School, Treana, Candor, Austin Hope and Troublemaker wines.



Bacardi Expands Flavored Rum Line

Bacardi has announced its two latest advancements in the flavor revolution, Bacardi Wolf Razz and Bacardi Black Razz. The two new rums represent groundbreaking developments in ingredients never before infused with rum - Bacardi Wolf Berry with blueberry and wolfberry, and Bacardi Black Razz with raspberry and black sapote.

The innovative spirit of Bacardi led it to be the first brand to introduce these unique fruit pairings to the clear flavored spirits market. Bacardi Wolf Berry infuses blueberry and the exotic, sweet and tangy taste of wolfberry, also known as goji berry. The distinct combination creates a vibrant spirit, with a robust aroma and compelling taste. Bacardi Black Razz is raspberry flavored rum with the addition of black sapote, a type of persimmon, boasting a rich, chocolate-like taste that is both refreshing and sweet with a deep and bold flavor profile.

These flavors can be chilled and served as shot drinks or mixed with lemon lime soda. In addition to the introduction of these ground-breaking flavors, Bacardi will debut new packaging with an unexpected twist - breakthrough temperature and light activated bottles. When chilled, Wolf Berry reveals a red claw mark across the label and Black Razz unveils an enlarged brilliant red berry logo.

Bacardi Wolf Berry and Bacardi Black Razz are available in 750 ml for a suggested retail price of \$14.99, in addition to 50 ml, 200 ml, 375 ml, 750 ml, 1 liter and 1.75 liters.

Ever-Growing Competition Rated Top Concern Among Independent Grocers

Competition, the cost of providing healthcare insurance and the economy are the three major worries among independent food retailers, according to the 2012 Independent Grocers Financial Survey, released last month by FMS and the National Grocers Association (NGA).

On a scale 1-10, where 10 is highest, competition averaged 7.9 with supercenters and conventional supermarkets having the greatest competitive impact. Additionally, independents expect competition to grow more intense over the next year. "While supercenters continue to have the greatest impact on independents, their relative influence has decreased compared with previous years," says Robert Graybill, FMS President and CEO. "Instead of focusing on supercenter competition alone, independent retailers are increasingly impacted by competition from formats such as gourmet, dollar, hybrid-convenience and drug stores." Despite rising competitive pressure, independents managed to grow the average transaction size from \$21.90 in 2010 to \$22.73 in 2011. Independent supermarkets averaged 9,750 transactions per store, per week.

In second place, the impact of

healthcare costs ranked second with an average of 7.8, followed by the economy at 7.0 on the 10-point scale. Independent grocers are impacted by the economy in many ways, one of which being theft-related loss. No less than 63.6 percent of independent grocers reported an increase in shoplifting and 29.1 percent noted more incidents

of employee theft. On the other hand, employee turnover is much lower compared with pre-recession at 12.2 percent among full-time employees and 35.2 percent among part-time associates.

The economy is also affecting store development activity that remained subdued in 2011. Independents point at the tight credit mar-

ket and the challenging business environment as the two most important reasons to hold off on store openings and remodels. "All capital investments are under severe scrutiny to achieve a desirable return-on-investment," says Peter J. Larkin, NGA President and CEO. "Likewise, independents are doing everything to control expenses. For

example, 76.9 percent are limiting overtime availability and 34.0 percent are limiting bonus eligibility. On the revenue side, our members are applying a multitude of differentiation strategies ranging from customer-centric merchandising, in-store events, better in-stock performance, price competition and excellence in customer service."

Grimmway Farms Introduces New Simply Delicious Carrot Creations

Continued from PAGE 8

disease and certain cancers. One serving of baby carrots (85g; approximately nine medium baby carrots) is a source of over 15 vitamins, minerals and phytonutrients, vitamin A, vitamin K, potassium, vitamin C, calcium, phosphorus, magnesium, and niacin. Carrots are a nutrition powerhouse, providing essential vitamins and minerals along with phytonutrients and fiber that are important for good health.

"Now more than ever consumers are looking for an easy way to make more healthful meals for their families," said Bob Borda, Vice President of Marketing at Grimmway Farms. "By developing flavorful products with our nutrient-packed carrots, we can give consumers new, delicious ways to add vegetables to their plate — with the convenience and value they have come to expect from the Grimmway Farms family."

Grimmway Farms Simply Delicious Carrot Creations are made with fresh carrots, herbs and spices, and creamy all-natural butter. Through Grimmway Farms' unique product development, simply remove from the refrigerator, heat microwave-safe bag in the microwave for two and a half to three minutes, remove and enjoy (oven instructions are also available). Heating the carrots marinate them in an intense, decadent, flavor-packed sauce.

Grimmway Farms Simply Delicious Carrot Creations come in two delicious and nutritionally-dense varieties: Roasted Garlic & Savory Herb and Honey, Brown Sugar & Cinnamon. These delicious side dishes are only 70 calories per serving and contain 110 percent Vitamin A RDA (Recommended Dietary Allowance), 2g fiber, and 1g protein.

Grimmway Farms Simply Delicious Carrot Creations are sold in the refrigerated produce section, nationwide. Suggested retail price is \$2.49 - \$2.79.

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

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



Mahatma, America's Best Selling Brand of Rice

- Both White Rice and Whole Grain Rice are non-allergenic foods and are ideal for the gluten-free diet.
- Mahatma Brown Rice is 100% whole grain.
- Mahatma Jasmine Rice is a high-quality, long grain exotic jasmine, naturally-scented rice imported from Thailand.
- Mahatma Jasmine Rice carries the authentic seal of Thai Hom Mali Rice which guarantees the authenticity of the rice.
- Authentic Basmati Rice is a gourmet experience in aroma and taste. Basmati is non-glutinous rice that has been grown in the foothills of the Himalayas for centuries.
- Mahatma flavored rice mixes offer the perfect mealtime side-dish for many occasions. From the Louisiana traditional Monday, red beans and rice meal, or a Caribbean favorite Paella with Saffron Yellow rice mix, to the holiday favorite long-grain and wild rice, or any of our other five flavors, consumers find that Mahatma rice mixes are the perfect complement to any meal.
- Tanto el Arroz Blanco de Grano Entero como el Arroz Integral son alimentos no alergénicos y son ideales para la dieta sin gluten.
- El Arroz Integral Mahatma es 100% de grano entero.
- El Arroz Jazmín Mahatma es un arroz importado de Tailandia, de alta calidad, de grano largo, con un aroma exótico a jazmín.
- El Arroz Jazmín Mahatma lleva el sello auténtico de arroz Tailandés Hom Mali, que garantiza la autenticidad del arroz.
- El Arroz Basmati auténtico de la India es una experiencia gourmet en el aroma y el sabor. Basmati es un arroz no glutinoso que se ha cultivado por siglos en las estribaciones del Himalaya.
- Las mezclas de arroz Mahatma hacen los acompañantes perfectos para cualquier ocasión. Desde el tradicional sabor de Luisiana con su arroz y frijoles rojos, o el favorito caribeño de Paella con la mezcla de arroz y Zafraán, 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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32 Video

Cagney & Lacey: The Complete Series



Landmark TV Series was Groundbreaking in its Impact on Women's Issues

Long before Olivia Benson (Mariska Hargitay, *Law & Order: SVU*) or Catherine Willows (Marge Helgenberger, *CSI: Crime Scene Investigation*) eschewed feminine wiles and employed their smarts to break barriers and muscle their way onto the elite, male-dominated detective squad, there was *Cagney & Lacey*, the landmark show that paved the way.

Now, for the 30th anniversary celebration of the hit show's television premiere, the complete series starring Tyne Daly and Sharon Gless (seasons two through seven) will be released for the first time in any home enter-

tainment format in a special collector's set, *Cagney & Lacey: The Complete Series* (32 discs, 119 episodes, 93+ Hours). Iconic television at its best, available in stores at a SRP of \$139.99

Cagney & Lacey – which aired on CBS for seven seasons (1981-88) – was not only an enormously popular series that set entertainment industry standards and broke records, but was groundbreaking in its impact on women's issues and other provocative topics (off-limits on most shows of the day) such as sexuality, equal pay, workplace ethics and politics, sexual harassment, domestic violence, date rape, incest, breast cancer, abortion, illegal immigration, addiction and other complex social/personal themes. Frequently controversial, the show fought a virtually ongoing battle with the network's standards and practices office.

Featuring two women as the central characters was a pretty "far-out" concept in 1981 ... But the iconic crime drama hit a nerve, becoming so much a part of the era's lexicon that it was utilized to illustrate liberal, feminist stories on such hard-hitting news shows as *60 Minutes*, *Nightline* and *CBS Reports*. The characters were so engrained in pop culture that, years after the show's finale, the international media even referred to political mavericks Barbara Boxer and Dianne Feinstein (both D-CA) as "Senate's."

The *Cagney & Lacey: 30th Anniversary Limited-Edition Collector's Set* was curated by Rosenzweig, who laughs, "Without *Cagney and Lacey*, there never would have been a *Thelma and Louise*, *Kate and Allie* or *Murphy Brown*. There is no truth to the rumor that I once claimed that without this dynamic duo there never would have been an *Eleanor Roosevelt*, but still ... Well, I'm just sayin' ..."



Angelina Ballerina: Dance Around The World

Angelina Ballerina is a mouseling who knows how to celebrate the great big world of dance! Join preschool favorite Angelina and her friends in the new, five-episode collection *Angelina Ballerina: Dance Around the World*, available on DVD, Digital Download and On Demand January 8, 2013 from Lionsgate and HIT Entertainment. Grab your dancing shoes, step up and join this lively international dance party featuring jigs and hops, slides and bops and more!

A beloved publishing property for close to three decades, selling over 1.5MM books and printing over 50 titles, *Angelina Ballerina* embodies dance, music and performance while inspiring girls to achieve their dreams.

Episodes include: "Angelina and the Irish Jig", "Angelina and the Cheddar Cheese Slide", "Angelina and the Windy Children's Day", "Angelina and the Smelly Cheese", and "Angelina and the Dragon Dance".

Running Time: 61 minutes • DVD SRP: \$14.98



Screwed

Brutality Isn't Just Behind the Bars

The scandalous truth is revealed in *Screwed*, bolting onto DVD and VOD now from Inception Media Group.

When a soldier returns from Iraq and takes a job as a prison guard, he quickly realizes that the only thing distinguishing the prisoners from the "screws" (British slang for guard) is who holds the key.

Based on the bestselling book and the real-life experiences of Ronnie Thompson – who spent seven years working in some of England's toughest prisons – *Screwed* is an eye-opening exposé of the corrupt underworld of prison guards ... A dark realm where brutality, gang affiliations, drug trafficking and big pay-offs rule. But ultimately, being on the right side of the bars doesn't always mean sticking to the rules.

Running Time: Approx. 110 Minutes
Suggested Retail Price: \$26.98

BookReview

Expert Shares Tips to Prepare for Surgery



While they're the place we go for healing, all hospitals have the potential to be a hotbed for contagious infections.

But there are precautionary measures patients can take, both to reduce the need for a hospital stay and to condition the body toward off infection and minimize pain when surgery is necessary, says Letha Hadady, a nationally-recognized herbal expert and author of *Naturally Pain Free*, just published by Sourcebooks (www.AsianHealthSecrets.com).

"We are fast approaching a time when antibiotics will be outdated because infectious bacteria – Superbugs – have become resistant," she says. "We have to protect ourselves

with the gifts of nature that germs cannot adapt to – foods, minerals, herbal remedies and other natural products that build our defenses."

There are 600,000 knee-replacement and 300,000 hip-replacement surgeries performed each year in the United States, a number that has doubled in the past 10 years and continues to grow, Hadady says. As a health expert cited by NBC News, AP Radio, *Newsday*, the *Daily News*, the *San Francisco Chronicle* and *Barbara Walters*, she says she is concerned about the risks, pain and fear as many people face both major and minor surgeries.

"These surgeries are only going to become more frequent as the baby boomer generation ages. People 50 and older with osteoarthritis are most likely to need hip- and knee-placements," she says. "But plenty of younger people are affected, too. Runners, dancers, tennis players, soldiers – even high school students who suffer sports injuries. It could be you on the operating table!"

Adalyn's Clare

A Powerful Story of How Animals Help Children with Special Needs Find Friends

Kari Dunn Buron devoted more than 30 years of her life to teaching children afflicted with autism spectrum disorders, a condition that affects 1 in every 88 children born in the U.S. today. Buron understands firsthand the tremendous impact service animals can have in calming the anxieties of children with ASD, and that's why Clare, her own service dog, accompanies her on school visits. Clare is the inspiration for Buron's latest book, *Adalyn's Clare* (AAPC Publishing), a heartwarming story that follows the adventures of a very smart but highly anxious fourth grader and her therapy dog.

The storyline for the book emerged after Clare attended her first session of Camp Discovery – a camp for youth with autism. Clare's role involved supporting highly anxious campers who had a particularly difficult time making friends. The result was a series of social interaction routines that Clare performed, often ending in laughter, with Clare acting as the mediator!

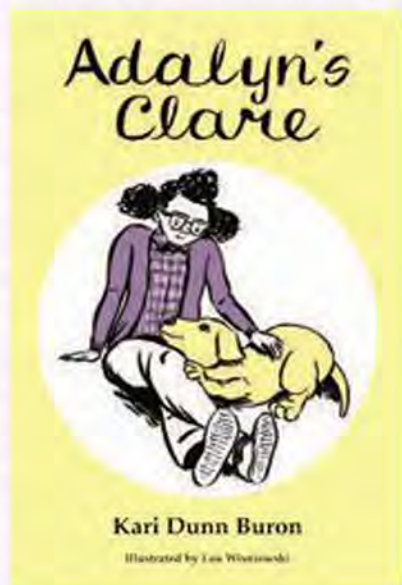
Buron's story is about Adalyn, a smart but lonely fourth grader, who is not very good at finding human friends but loves animals and is a whiz at science. Her favorite place in the whole world is the science room where her "animal best friends" live. In fact, Adalyn knows details about animals and the places they inhabit that most of us would never know or remember.

Adalyn often finds people confusing and frustrating, which in turn causes her a great deal of worry and often gets her into trouble. When Clare gets assigned to help Adalyn calm her anxieties and help her find (human) friends, it seems like a tall order for a 3-month-old puppy. But Clare takes it in her stride and draws support from memories of her own mother's wisdom, some caring teachers, and lessons learned from a variety of unlikely animal friends. It's during these times when Adalyn worries and tries so hard to focus on staying silent and keep her words inside her head that Clare creeps up close and gently puts her chin on Adalyn's foot to reassure her. Together they wait, silently and relaxed, until Adalyn's nerves start to get smaller.

Adalyn's Clare is a heartwarming, adventure-filled story that grabs readers from the first page and holds them to the very end. While the story is entertaining, it also draws attention to the realities of social anxiety and the need to help create meaningful relationships for children who have difficulty making friends in grade school – just like Adalyn.

KARI DUNN BURON developed an Autism Spectrum Disorders Certificate program for educators at Hamline University in St. Paul, MN, and has done volunteer work specific to autism around the world. Buron co-authored a textbook entitled *Learners on the Autism Spectrum: Preparing Highly Qualified Educators*, and in 2003 received a self-designed Bush Leadership Fellowship that allowed her to work internationally with a number of scientists and researchers in the area of social cognition, education, and autism.

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Fairway Market Commits to Rebuilding Red Hook, Brooklyn Store

Following Devastation from Hurricane Sandy

Fairway Market is committed to rebuilding the iconic grocery chain's store in the Red Hook section of Brooklyn that was heavily damaged by Hurricane Sandy. In a statement, Herb Ruetsch, chief executive officer of Fairway Market, said, "Hurricane Sandy has profoundly impacted each and every one of us. Most notably, our Red Hook store sustained a significant amount of damage which necessitated a temporary closure of the location. We want to assure you that we are 100% committed to reopening the store so that all of you can continue to have the safe and wonderful shopping experience you've come to expect and love about Fairway Market."

In the immediate aftermath of this terrible disaster, Ruetsch said, "our first and foremost priority was to en-

sure the safety and well-being of all our employees. Many of them live in or near Red Hook, in Staten Island and the surrounding areas and the past few days for them have been especially devastating."

At the same time, though, "we did not want to forsake our city and our hardest hit communities throughout the region. You are our neighbors, our friends, our colleagues, our families. We needed and wanted to be there for all of you. You are what help makes Fairway Market 'like no other market' and it is our privilege to be able give back to you in a time of such need."

That is why, Fairway Market has donated truckloads of food, water and other staples to local food banks, emergency relief shelters, soup kitchens, and homeless shelters in Brooklyn, Staten Island, and the areas in and around the city. The company has been working hand-in-hand with the offices of the Mayor, City Council, Brooklyn Borough

President Marty Markowitz and other elected officials to ensure that the food, meals and merchandise are going where they are most needed.

Fairway Market also worked around the clock to get its other 10 stores open and operational and is receiving deliveries of food and merchandise on an ongoing basis to ensure that "our shelves are full stocked for you, our customers," Ruetsch said.

As for the Red Hook store, it will remain closed until a total cleanup and renovation are complete. But Ruetsch stressed that, "We are working diligently to place those employees who are able to work in other Fairway Market locations. We are focused on retaining all of our highly trained employees so that we can reopen smoothly and provide the level of service for which we have become famous. And like all New Yorkers, we are resilient and we will be back hopefully within three months. In the meantime, we invite you to visit our other locations."

Guckenheimer Food Service Names Randall Boyd as CEO/COO

Continued from PAGE 1

consulting assignment with the company.

Boyd, who began his career at IBM, has more than two decades of experience in sales, marketing strategy and operations management. In 1989, he joined Sky Chefs Inc. as the vice president of marketing and sales and then led global mar-

keting and sales as the company expanded internationally. He became CEO of the Americas and a member of the global executive board. Under Boyd's leadership, Sky Chefs became the world's largest provider of in-flight catering, servicing 210 airlines in 41 countries and was acquired by Lufthansa in 2001 (now LSG Sky Chefs Inc.). In 2002, Boyd was awarded the In-

flight Food Association's President's Award for successfully leading the industry through intense security regulatory changes following the events of September 11.

In accepting the position Randall said, "I am honored to join Guckenheimer. The company is full of talented people who have a passion for culinary excellence. We have an exciting opportunity to grow

the company by serving clients who value providing exceptional dining opportunities to their employees. I view the company as a strategic partner to our clients. We can help them attract, nourish and retain the best talent in their industries.

Our goal is to utilize our venues as a platform to encourage delicious healthy eating and contribute to improved wellness, in the work place and at home."

In addition to his background in strategy and C-suite management in the food service industry, Boyd comes from a food-centric family. "My grandfather was a French chef; my mother owned her own catering company and my brother has spent his entire career in the food industry. So a commitment to quality, from-scratch meals and top-notch customer service will always remain top priorities at Guckenheimer," added Boyd.

Boyd holds both a Bachelor's and

Master's degree in Business Administration from Millsaps College.

Guckenheimer was founded in 1963 in the heart of the burgeoning Silicon Valley by the late Dr. C. Stewart Ritchie III and his wife Jeanie, also a health care professional, with an aim to provide corporate campus employees with restaurant quality food. Guckenheimer later enhanced its concept of excellence in food choices convenient to the workplace by pioneering health-centric corporate dining with locally sourced, organic and fresh meals-from-scratch. The company continued to expand to serve many of Silicon Valley's top technology companies as well as mid- to large-sized organizations in various industries throughout the United States, including corporate leaders in sporting goods, healthcare, retail, consumer, entertainment, higher education and biotech.

Kevin Elliott Joins Nash Finch

Continued from PAGE 1

tail/distribution since leaving 7-Eleven.

As President and COO - Nash Finch Wholesale/Retail, Elliott will be responsible for the company's food distribution and corporate retail operations reporting to Alec C. Covington, President and Chief Executive Officer of Nash Finch Company. Elliott's top priority will be leading the company's sales-growth strategy, building upon the company's customer/consumer focused approach to serving independent retailers and its quality execution. Elliott will also focus on strength-

ening the performance of the company's corporate retail banners.

"Kevin Elliott brings extensive experience in driving top line growth which will serve us well in this economic environment," said Alec Covington. "We have positioned ourselves for growth with the impressive programs we have built to serve our independent retailers including our private label and category management programs. Kevin's unique blend of distribution and retail experience makes him well suited to run our food distribution and retail businesses. We are excited to have Kevin join our team," concluded Covington.

"Give & Give Back"

Continued from PAGE 17

paign Give and Give Back, Noth has joined BV to elevate the issue of hunger relief in the United States and to celebrate those actively working to end hunger in America. "Hunger relief is an important cause, and one that is especially important to me. In America each day, more than 50 million people go hungry each day. That's why I'm working with BV to bring the issue of hunger relief to the national conversation," said Chris Noth. "No one in this country should have to worry about where his or her next meal is coming from. Through a spotlight on the volunteers who are making a difference, BV is bringing this important issue the attention it deserves."

To celebrate those local heroes who are committed to Hunger re-

lief efforts, fans can visit the Give & Give Back tab on The BV wines Facebook page and nominate a person in their life or community that supports hunger relief through donations of time, money or energy. BV will name Hometown Hunger Heroes each month based on these nominations. The "Heroes" will be publicly recognized for their dedication, and BV will make a \$1000 donation in their name to the hunger-related organization of their choice.

Between now and March 2013, BV will recognize eight Hometown Hunger Heroes. At the end of March, one among these Hometown Hunger Heroes will be chosen as the National Hometown Hero and BV will donate an additional \$10,000 to the hunger relief organization of their choice.

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36 Hospitality



Nouveau Restaurant Debuts in Bay Ridge

■ NOUVEAU RESTAURANT... a place where Miami cool meets L.A. chic, has opened at 8214 Third Avenue in Bay Ridge, Brooklyn.

In the heart of Bay Ridge, a hidden oasis is born, a place where Miami cool meets LA chic, and blends with New York style. Nouveau amps up the Brooklyn scene by combining modern decor, vibrant libations and an elegant menu.

Located on Third Avenue in Bay Ridge, Brooklyn, Nouveau provides the neighborhood with the only simultaneous dining and evening experience, appropriate for all ages. The expansive venue covers two floors, 6,000 sq. ft. total, making it the perfect destination for couples, groups and private events. Boasting a Latin American and Asian fusion menu peppered with traditional fare, guests can snack on Ahi Tuna Tartare, Pork Dumplings, Plantain-Crusted Chilean Sea Bass, Lobster Ravioli or Filet Mignon, while sipping on Mojitos, Margaritas and Martinis.

Nouveau further ensures the perfect ambiance for cocktails, dinner and events with its clean aesthetic. Nina Ferrer, as seen on HGTV Design Star and Style Network's Clean House NY, designed the space to reflect the

travels of its owner, a born and raised Brooklynite. Nouveau's interior decor is simple yet bold. Black concrete floors with polished resin and hand laid with sparkling sand, contrast the pearlescent walls and cream tabletops. Chandeliers add subtle glamour to the dining area, illuminating the glittery waves of the floor. Large photorealistic paintings by Patrick McGregor highlight elevated areas for private parties, with an "eye-catching" mural on the lower level by famed Brooklyn artist Tara Amelchenko. With a bit of "green" thinking, Ferrer recycled lights that formerly hung over the bars and banquets to form a multi-tiered custom chandelier, which cascades from the first floor to the second floor. Glass doors provide passersby a sneak peek at the sexy opulence within.

Fortunately, for everyone concerned, the beautiful restaurant came through the recent Hurricane Sandy unaffected. It didn't even suffer a scratch. Nouveau, provides a local retreat amidst the Third Avenue hub-bub. This "new" scene promises to combine and deliver the unexpected.



■ Nouveau ensures the perfect ambiance for cocktails, dinner and events with its clean aesthetic.



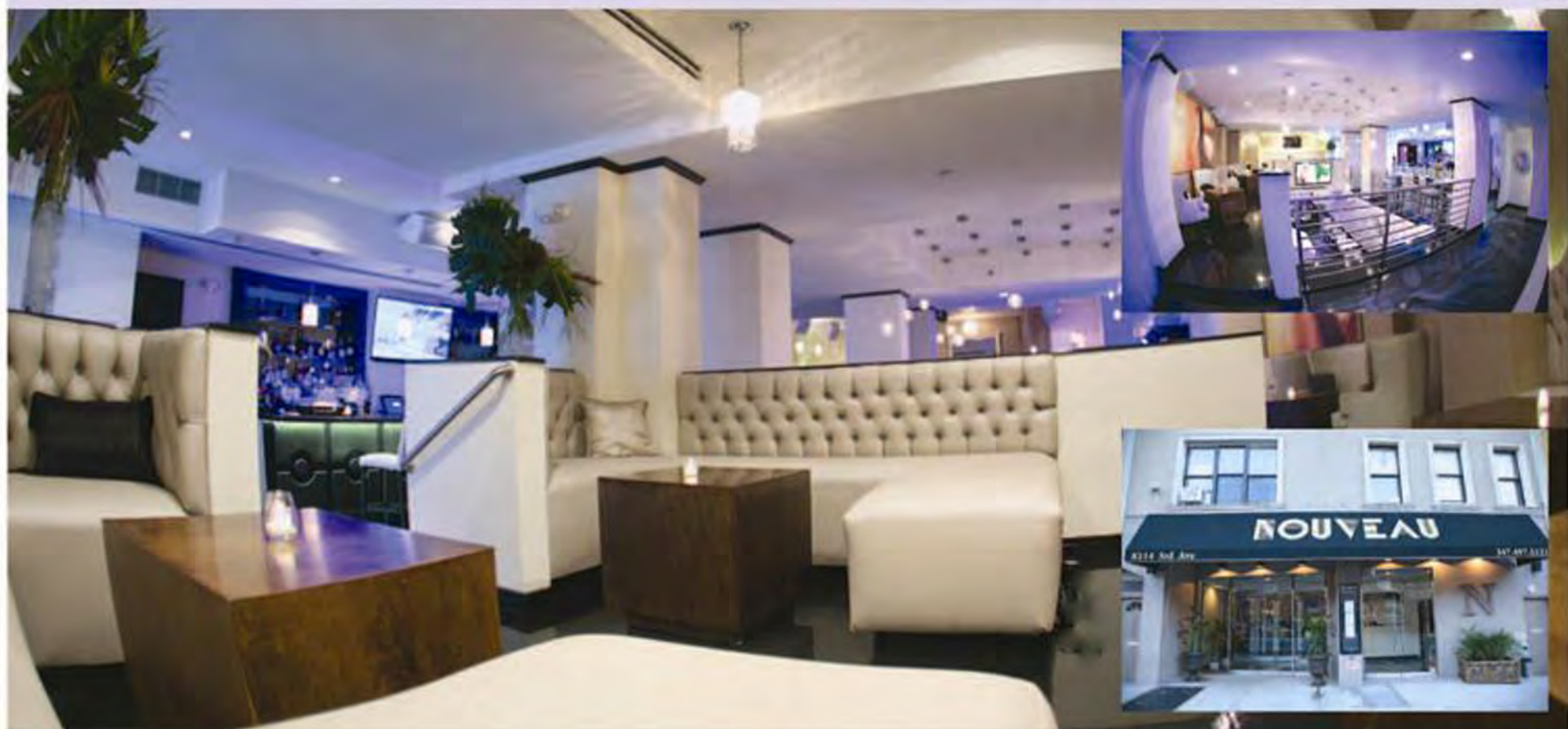
■ Diner's will enjoy the Latin American and Asia fusion menu, while sipping on their favorite drinks.



■ Nouveau's interior decor is simple yet bold.



■ General Manager James Sahadi pictured with Executive Chef Shapan Karmaker and members of the Nouveau culinary team. Marketing Director at the restaurant is Demetrios Doulobakas.





Celebrity Chef Cat Cora Cooks with 8 Year-Old Contest Winner at Disney World

Grace LaFontaine, the eight-year-old winner of the Loukoumi Celebrity Cookbook recipe Contest from New Hartford, New York lived her dream recently when she prepared her favorite recipe, "Great-Grandma Hutchins' Fudge," with celebrity chef Cat Cora at Cat's restaurant Kouzzina on the Boardwalk in Walt Disney World during the Epcot Food and Wine Festival. The contest was sponsored by children's book author Nick Katsoris and is based on Loukoumi's Celebrity Cookbook, the World Cookbook Award and Mom's Choice Award winning book featuring favorite childhood recipes by over 50 celebrities. Katsoris flew Grace and a parent to Orlando, Florida for the cooking experience where they stayed at Walt Disney World Swan and Dolphin Resort, accommodations courtesy of the hotel.

The contest invited children ages 4 to 12 to submit their favorite childhood recipes and to complete the statement: "(Recipe Name) is my favorite childhood recipe because... (in 10 words or less)." 10 national finalists were selected from entries all across the country! The kids chosen were asked to record short videos of them in the kitchen cooking their favorite childhood recipes, which were voted on by the public on the LOUKOUMI facebook page. The facebook voting counted for 1/3 of the overall score. The other 2/3 vote was calculated by a judging panel including Cat Cora, Nick Katsoris, FOX News Anchor Ernie Anastos CBS News Anchor Alexis Christoforou, Executive Director of Chefs for Humanity Karen D'Atto, Actor/Producer Frank Dicapoulos, Senior Director of Radio and Entertainment Marketing at St. Jude Children's Research Hospital Teri Watson and others.

Duane Reade Extends It's "Uniquely New York" Experience to 100 Broadway Store

Features the City's First Upmarket Chop Salad Bar

Capitalizing on the unique nature of its home city, New York's Duane Reade chain has built its drugstore brand on uniqueness, with a tag line - Uniquely New York since 1960 - that speaks precisely to that point. So it is no surprise that the chain's newest store, located at 100 Broadway and overlooking the famous "Canyon of Heroes" tickettape parade route, is in a league of its own. Not only does the store's design speak to its historic site, but this new Duane Reade location also boasts the brand's first ever Upmarket Chop Salad Bar, where customers can create their own customizable salads.

Duane Reade collaborated with agency partner CBX on the creation of the store-within-a-store (Upmarket Chop Salad Bar, the newest offering for the chain's Upmarket brand. The fresh offerings at Upmarket Chop allow customers to customize their own salads in a "grab 'n go" manner that works conveniently with their hectic lunch



hours. "Duane Reade continues to bring value to New York City shoppers, providing everything from pharmacy to fresh food needs," says Todd Maute, Partner, CBX. CBX helped create a distinctive look for Upmarket Chop, the centerpiece of which is a giant LED light box of a spoon, fork and knife that hangs on the wall of the salad bar.

The rest of the store's design plays into its historic "Canyon of Heroes" location in an 1896 building that formerly housed the American Surety Company. The design features museum-like plaques on each of the nine columns facing

Broadway that give a brief description and image of some of the athletes, presidents and war heroes that have been showered with streams of confetti in past parades. The design is fresh, fun and contemporary, with black laminate cubicle shelving, brushed aluminum lighting troughs, black and white subway tiles, an iconic N.Y. skyline and playful framed phrases in the back wall cubicles. From the store's second floor, one can look down onto the famous Trinity Church and Cemetery, as well as get a perfect view of the "Canyon of Heroes" route.

Seattle's

Ezell's Famous Southern Fried Chicken Voted 'America's Favorite' in Esquire Poll

Seattle-based Ezell's Famous Chicken is "The Most Life-Changing Fried Chicken" in America according to the nationwide Internet poll conducted by Esquire magazine's "Eat Like a Man" blog. Ezell's walked away with nearly 50 percent of the vote among the eight competitors.

This is the second life-changing national recognition for Ezell's since the company first opened in the mid 80s. Oprah Winfrey mentioned Ezell's on her show after she had its chicken flown from Seattle to Chicago for her birthday party at Harpo Studios.

Ezell's currently has seven locations in greater Seattle and has been serving up "The Most Life-Changing Chicken in America" for more than 25 years. The mission was simple: To provide always-fresh, high-quality chicken along with good, made-from-scratch daily side dishes and serve them with fast, courteous service. In short, Ezell's had to be fresh, good and fast.

"From the beginning, we chose to use the best product, the best ingredients," says Lewis Rudd, President and CEO of Ezell's Famous Fried Chicken. "Even before trans fat-free was the law, we used trans fat-free oils and continue to use 100-percent vegetable oils for all our frying."

Each restaurant marinates its own chicken using New Orleans-style Creole seasoning and a dash of cayenne pepper to the breading which gives added zing to the recipe. That marinating process, says Rudd, ensures Ezell's chicken is flavorful to the last bite - and no doubt key to being named America's Favorite Fried Chicken.

Founded in 1984 in Seattle's Central District, Ezell's Famous Chicken is a family-owned and operated company. Its chain of seven fast-casual restaurants are located in cities throughout the Greater Puget Sound area.



EZELL'S FAMOUS CHICKEN is a family-owned and operated business that, 25 years later, employs 18 family members spanning two generations.

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ducer of WisconsinLamb, the largest grower and processor of top grade lamb in Wisconsin, is family-owned and operated. With complete pasture-to-plate oversight, Pinn-Oak Ridge is able to offer a high-quality gourmet product. The lambs are fed natural grains and handled humanely. Pinn-Oak Ridge's own artisan cutting and packaging facility assures that lamb chops, spare ribs, boneless leg of lamb, ground lamb and other quality custom cut lamb products meet the needs of foodservice professionals and health-conscious eaters.



Whether it's a holiday feast or an intimate dinner, WisconsinLamb makes it easy to serve this moist, delicately flavored specialty with elegance. From the traditional leg roast to the quintessential rack, there's a lamb dish for every occasion.

38 People Places & Things

A&P Supports Local Neighborhoods Impacted by Hurricane Sandy

For more than 150 years, The Great Atlantic and Pacific Tea Company, Inc. (A&P) has been committed to helping the neighborhoods it serves. A&P, together with several vendors and partners, is giving back in a variety of ways to help neighbors in need following the wake of Hurricane Sandy.

■ In partnership with National Grid electric and gas company, A&P helped deliver 2,500 turkeys to 12 metro New York community



■ In partnership with National Grid electric and gas company, A&P helped deliver 2,500 turkeys to 12 metro New York community partners in time for Thanksgiving dinner as part of "Operation Turkey: Feeding Families, Restoring Hope."



■ A&P partnered with Smithfield Foods to donate two truckloads of protein products to Long Island Cares and the Food Bank of New York City.

partners in time for Thanksgiving dinner as part of "Operation Turkey: Feeding Families, Restoring Hope."

■ On November 9, A&P partnered with Smithfield Foods to donate two truckloads of protein products to Long Island Cares and the Food Bank of New York City.

■ Associate Joseph Strepparava organized a collection drive for St. Mary by the Sea Church in Point Pleasant, NJ, to help the victims of Hurricane Sandy. The food and clothing donations were collected at our A&P store in Closter, NJ, on November 9.

■ The Food Emporium, together with Viacom, gave customers

the opportunity to donate food and supplies from November 9 - 14. At the end of the collection period, 6,000 pounds of food and supplies were donated to the Sandy Relief Fund.

■ Associates at A&P's corporate office collected more than \$550 in groceries and \$100 in gift certificates that were donated to the Pascack Valley Food Bank on November 14.

■ A trailer of batteries and paper goods, including bath tissue and paper towels, was donated to The Salvation Army by A&P, PowerMax and Oasis Brands.

■ Customers who shop at the A&P family stores can add \$1, \$2,

\$3 or \$5 Check-Out Hunger donations to their grocery bill through January 2013 to support The Community FoodBank

of New Jersey's operations, including disaster relief.

"As the food and drug store of the neighborhood, it's our privilege to take care of the communities we serve, particularly in the aftermath of Hurricane Sandy," said Sam Martin, A&P's President and CEO. "We're also focused on supporting our own Associates who were severely impacted during the storm, and we appreciate their efforts to give back to the neighborhoods we serve during this challenging time. Our hearts go out to all those affected by Hurricane Sandy."

The company operates more than 300 stores in six states, most of which were reopened quickly to serve customers immediately following the storm.



"Pizza Theater"

Domino's Pizza Opens 9,999th Store

New Image Unit Opens in Carlsbad, California

Domino's Pizza opened its 9,999th store, September 26, in Carlsbad, California.

The world leader in pizza delivery selected a new-image location in Carlsbad to mark this historic milestone just days after the company introduced its newest product: Handmade Pan Pizza, which is being featured at the new store.

The "Pizza Theater" design puts the art and skill of pizza-making at the front of the store, which also features a comfortable lobby, open area for viewing the pizza-making process, seating for in-store dining, the ability to order from an in-store kiosk and track your carryout order electronically.

The store design was created by Chute Gerdeman, an award-winning design firm based in Columbus, OH.

The "Pizza Theater" design concept is complemented by Domino's new, single-tile logo - marking a significant change in the branding of the 52-year-old company.

"This is an exciting milestone for all of us here at Domino's Pizza," said Scott Hinshaw, Domino's Executive Vice President - Franchise Operations. "We could not be more proud of the dedication and hard work put in over the past 52 years to get to this point. I believe this new store marks the start of the next chapter in the storied growth

of our brand here in the U.S."

Domino's Pizza was represented by franchise owners Dan Hosseini and Shane Casey (who also opened Domino's stores 9,997 and 9,998 earlier) along with Domino's Executive Vice President of Franchise Operations Scott Hinshaw and Executive Vice President of Franchise Relations Jim Stansik.

To celebrate the milestone, all stores in the San Diego market gave away free Handmade Pan Pizzas to the first 99 carryout customers who visit those locations on opening day, September 26.



■ NEW LOGO - The "Pizza Theater" design concept is complemented by Domino's new, single-tile logo - marking a significant change in the branding of the 52-year-old company.



■ The "Pizza Theater" design puts the art and skill of pizza-making at the front of the store, which also features a comfortable lobby, open area for viewing the pizza-making process, seating for in-store dining, the ability to order from an in-store kiosk and track your carryout order electronically.



■ RIBBON-CUTTING - Domino's Pizza was represented at the opening by franchise owners Dan Hosseini and Shane Casey (who also opened Domino's stores 9,997 and 9,998 earlier) along with Domino's Executive Vice President of Franchise Operations Scott Hinshaw and Executive Vice President of Franchise Relations Jim Stansik.



■ DOMINO'S CARLSBAD TEAM is ready to begin baking!



■ DOMINO'S DELIVERY VEHICLES are ready to get going! The cars all sport the company's new single-tile logo.



■ Bill Borrow and Jeff Wiechman with Belle Foods; and Ron Murphy and Larry Woodward, Barbers Dairy.



■ Brian Davis and Alan Lincoln with Birmingham Coca-Cola; and Robby Robison and Wade Payne, Food Giant.



■ Jeff Brown and Louis Honeycutt with Country Delite; David Bullard and Matt Peters with Piggy Wiggly Al Dist.; and Jonny Fox, Moore's Marinade.



■ John Gross and George Bradford with Mrs. Strattons Salads; and Scott Peters and Leonard Chandler with Publix Super Markets.



■ Leland Slay, Jackie Plott, Tom Keller and Stan Alexander from Associated Grocers of the South.



■ Terry Woodham and Tim Trushel with AWG; Ward Ragland with Ragland Brothers Retail; and David Gregerson with Gregerson Foods.



■ MORNING FIRST PLACE TEAM



■ MORNING SECOND PLACE TEAM



■ MORNING THIRD PLACE TEAM



■ AFTERNOON FIRST PLACE TEAM



■ AFTERNOON SECOND PLACE TEAM



■ AFTERNOON THIRD PLACE TEAM

AGEF Hosts Annual Fall Golf Classic

The Alabama Grocers Education Foundation held its 20th Annual Fall Golf Outing on Monday, October 22 at Pine Tree Country Club in Birmingham, Alabama. This tournament included two flights and raised a over \$30,000 for the Alabama Grocers Education Foundation, which funds scholarships to employees and children of employees of Alabama Grocers Association member companies. To date AGEF has awarded over \$850,000 because of the tremendous support of our members at golf tournaments such as this one. This event brings together the entire Alabama food industry to give deserving students the ability to further their education.

The winners of the golf tournament were:

Morning First Place Team: Don Richardson, Kevin Horton and Rickey Daniel, Birmingham Coca-Cola United; and Steve Dyer, Costco.; **Morning Second Place Team:** David Toner, Organ Perfusion Consultants; Brian Castillo, Publix Super Markets; and Walt Graham, Graham Food Brokerage; **Morning Third Place Team:** Daren Burns, Kevin Gillespie, Mike Garner and Craig Dellinger, Acosta Sales & Marketing; **Afternoon First Place Team:** Phillip Davis, Bill Davis, Dusty Ellison and Tom Porter, A&R Supermarkets; **Afternoon Second Place Team:** Keith Lusk, Chris Crosby, Duke Heflin and Bradley Lyman, Golden Flake Snack Foods and **Afternoon Third Place Team:** Tom Heath and Tyler Heath, Mountain

Pure Water; Richard Stuckey, Professional Advantage; and Scott O'Brien, Piggy Wiggly Alabama Distributing Company.

The event was made possible by the many companies that sponsored it and contributed their goods. The following companies should be noted for their contributions either in goods or monetary sponsorship: Acosta Sales & Marketing, Advantage Sales & Marketing, Anheuser-Busch, Associated Grocers of the South; Associated Wholesale Grocers, Bevco Beverages, Birmingham Budweiser, Birmingham Coca-Cola Bottling, Buffalo Rock Company, Bunzl/Sigma, Bush Brothers, C Lane Company, China Doll Rice, Coca-Cola North America, Constellation

Wines, Country Delite Farms, Dutch Farms, E&J Gallo, Flowers Baking Company, Forster & Howell, Fresh Frozen Foods, Frito-Lay, General Produce, Golden Flake Snack Foods, Hostess Brands, Mars Chocolate North America, Mayfield Dairy Farms, McCall Farms, Merrill Lynch, MillerCoors, Milo's Tea Company, Mitchell Grocery Corporation, Moore's Marinade, Mountain Pure Water, Mrs. Stratton's Salad, Palermo Pizza, Pepsi USA, Piggy Wiggly Alabama Distributing Company, Ragland Brothers Retail, Randolph & Associates, Red Diamond Coffee & Tea, Sara Lee, Smucker's, Snyder's—Lance, Southern Food Brokers, Supreme Beverage, United Johnson Brothers, Wells Enterprises and Wrigley's.

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