

# TODAY'S GROCER

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## Supervalu Announces Top Level Moves



**SAM DUNCAN**



**MARK VAN BUSKIRK**

Supervalu has announced several changes to its executive and banner retail leadership teams, as it continues preparations to move forward with a focus on serving wholesale grocery operators, growing its hard discount format and running a smaller, more efficient retail operation following the close of its previously announced transaction with AB Acquisition LLC.

Mark Van Buskirk has been named executive vice president, merchandising and marketing for Supervalu, where he will be responsible for overseeing companywide retail merchandising and marketing efforts, along with directing Supervalu's private brand offerings

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### Retail Operations EVP

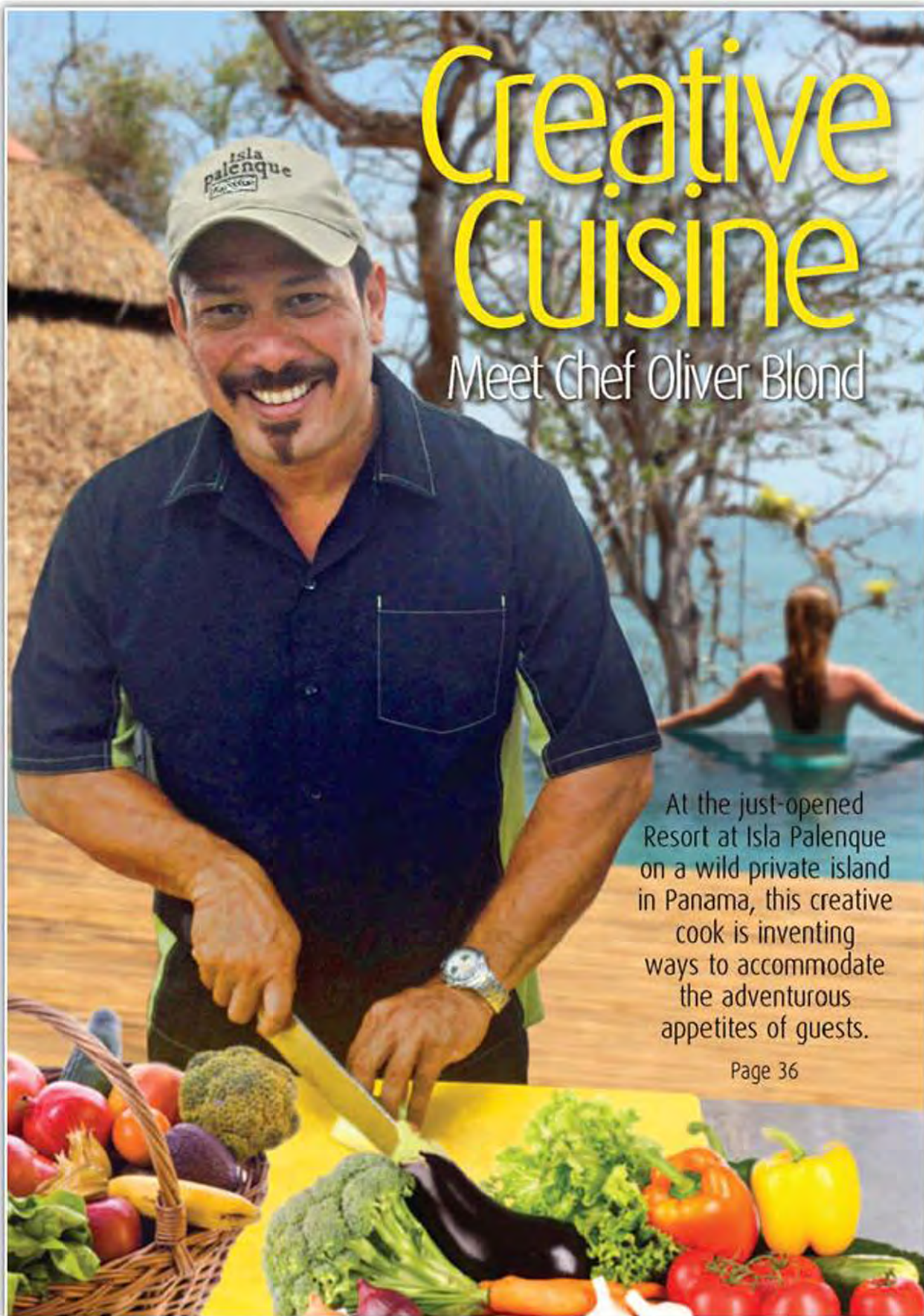
## Safeway's Bruce Everette Retiring

Kelly Griffith Named as Successor

Safeway Inc. announced that Bruce Everette is retiring as Executive Vice President, Retail Operations after a distinguished 44-year career at Safeway. Kelly Griffith, currently the President of Merchandising, has been chosen to succeed Everette.

Everette's career began in 1968 as a clerk in Virginia. He then worked his way up the retail management ranks, holding positions in several geographies, including Oklahoma, Arizona, Illinois and Northern California. He was named President of the company's Phoenix Division in 1995 and, three years later, became President of the North-

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# Creative Cuisine

Meet Chef Oliver Blond

At the just-opened Resort at Isla Palenque on a wild private island in Panama, this creative cook is inventing ways to accommodate the adventurous appetites of guests.

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■ **INNOVATION CENTER** - The new facility will be a showcase for initiating new almond product concepts for our consumer business and for the most innovative global food companies.

## Blue Diamond Opens World's Only Almond Innovation Center

"Every major innovation in almonds has come from Blue Diamond," explained Blue Diamond President and CEO, Mark Jansen, at the opening of the 6,500 sq. ft. Almond Innovation Center. "As a result, we are expanding our Sacramento headquarters to include the world's only research center dedicated to designing cutting-edge almond products."

Blue Diamond, a cooperative owned by over half of the state's almond growers, expects to increase new almond product sales growth five-fold over the next five years. "The new facility will be a showcase for initiating new almond product concepts for our consumer business and for the most innovative global food companies," added Jansen.

The success of Blue Diamond's investment in new snack products broke all sales records in the North American market in 2012. While Blue Diamond's snack almond business grew 21 percent,



■ **Viewing almond slices under a microscope to ensure uniform flavor coating.**

the Almond Breeze Aseptic Milk business jumped 21 percent and chilled Almond Milk sales skyrocketed 59 percent. Nut Thins cracker sales rose 28 percent. New snack products introduced early in 2013 include Roasted Coffee,

Mocha and Caramel Macchiato flavored almonds, and three fruit-inspired flavors, Raspberry, Blueberry and Strawberry.

Likewise in the global ingredi-

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■ **SHOPRITE** will anchor a 20-acre retail shopping center, Admiral Wilson Plaza, which will also include several restaurants and many other goods and services that will benefit the residents of Camden, N.J. This will be the first major, full-service supermarket in the Camden City corridor in more than 30 years and the first-ever ShopRite. It will be located at the intersection of South 17th Street & Admiral Wilson Boulevard.

## Ravitz Family ShopRites Announce Major Retail Project in Camden

The Goldenberg Group, Jason, Shawn and Brett Ravitz, and the City of Camden has announced plans to bring a ShopRite to Camden, N.J. This will be the first major, full-service supermarket in the Camden City corridor in more than 30 years and the first-ever ShopRite. Located at the intersection of South 17th Street & Admiral Wilson Boulevard, ShopRite will anchor a 20-acre retail shopping center, Admiral Wilson Plaza, which will also include several restaurants and many other goods

and services that will benefit the residents of Camden. "This is an historic time for Camden," said Camden Mayor Dana L. Redd. "Bringing two reputable entities such as the Goldenberg Group and the Ravitz family to open a ShopRite in our city is long overdue. I am so proud and happy to share this wonderful news with our residents because this is the type of development project

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## Brew Hub Announces Plans for First Brewery in Florida

Brew Hub, a company led by a team of beer industry executives and craft brewing experts, has announced plans for the company's first brewery in Lakeland, Florida. The Florida brewery will be the first of at least five planned facilities that will offer craft brewers the opportunity to partner brew their beers on site.

Partner brewing is a process that will allow craft breweries not only to brew their beer to exact specifications under the supervision of their own brewmaster, but also to package and distribute from the Brew Hub brewery and make their beer available for export to international markets. Partner brewing will allow craft breweries to expand their distribution without the overhead costs of building a new brewery or transporting beer across the country.

The Brew Hub will also offer craft breweries services including sales, marketing, logistics, legal, and government affairs.

The Lakeland brewery will be located in Interstate Commerce Park off the I-4 Corridor and will have an initial brewing capacity of 75,000 barrels, or one million cases, annually. The site's central location will allow the company to efficiently distribute beer to wholesalers throughout Florida and the Southeast.

Brew Hub brewing operations will be led by Chief Brewmaster, Paul Farnsworth who will oversee all aspects of design, layout, construction and day-to-day operation of the new brewing, production and warehouse fa-

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### ■ \$50 Million Facility



■ **GROUND BREAKING** - Participating in the ceremony for Shamrock's new \$50 million state-of-the-art facility in Virginia (left to right) were: Todd Haymore, Virginia Secretary of Agriculture & Forestry, Jeff Moore, Chairman, Augusta County Board of Supervisors, Virginia Governor Bob McDonnell, Kent McClelland, CEO, Shamrock Foods Company, Roxie (Shamrock Farms 'spokescow'), and Mike Krueger, Shamrock Farms former S.V.P. and General Manager.

## Shamrock Farms to Build State-of-the-Art Dairy Manufacturing Plant in Virginia

Shamrock Farms, one of the largest family owned and operated dairies in the country, announced the construction of a new \$50 million state-of-the-art dairy manufacturing facility in Virginia. The announcement was made during a ground breaking ceremony in Augusta County, Virginia with the Governor of Virginia, Augusta County Economic Development representatives and Shamrock Farms executives. This national expansion and increased capacity will allow Shamrock Farms to provide more great-tasting and innovative new milk and milk-based products to people across the country.

Shamrock Farms has long been

a leader in the dairy industry and its brands are helping move the dairy category forward, well beyond the traditional gallon of milk. For the past decade, Shamrock Farms has been developing new products and new categories, and the second production facility will help propel the company's innovation even further.

Among the key new product introductions are Shamrock Farms on the go mmmilk and Rockin' Refuel protein fortified milk beverages used by sports teams in 150 colleges and universities nationwide. The brand has also expanded

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## Unified Wholesale Grocers

# South Florida Food Distributor Specializes in Servicing Smaller Stores



■ **ALL SMILES** – UWG sales and marketing staff with vendors during a recent sales meeting. Pictured (left to right) are: Joe Lorusso, North American Beverage Co.; Ray Borriello, Radar Foods; Ricardo Rodriguez, Michael Markson, Luis Hernandez, Robert Ellenburg and Richard Kleva, Unified Wholesale Grocers.



■ **UNIFIED WHOLESALE GROCERS** services customers from this state-of-the-art distribution center in Fort Lauderdale, Florida. The facility is conveniently situated near the airport, seaport and major highways.



■ **UNIFIED WHOLESALE GROCERS** Office Manager Mariela Mariluz pictured with UWG Senior Buyers, Robert Elenburg and Richard Kleva (right).



■ **UWG Warehouse Manager** Jesus Monjiote (left) with forklift operator Bobby Davis.

## Finds Success Helping Smaller Operators Grow Their Businesses

Operators of smaller stores such as neighborhood markets, convenience stores—be they single-store or multiple store operators—frequently encounter difficulty in finding the proper wholesale distributor. For these kind of operations in South Florida, this is no longer an issue thanks to an up and coming Fort Lauderdale-based distributor.

Unified Wholesale Grocers (UWG) was formed to serve the needs of the convenience stores and the bodega community of stores in the southern geographical area of Florida.

UWG currently offers service throughout Florida's Gold Coast, including: Palm Beach, Broward, Miami-Dade, and Monroe counties. The company prides itself on its motto of "Uniting the Independent Retailer" and its strict No Gimmicks policy. The company has quickly found a niche in the Florida market by offering service to independent retailers that don't make the minimum order requirements demanded by large wholesalers.

Leading UWG's Florida Distribution Center are Senior Buyers Robert (Bob) Elenburg and Richard Kleva.

"In these tough economic times independents are struggling to achieve sales in the face of strong chain competition", Elenburg told TODAY'S GROCER. "We work hard to provide our retailers with outstanding customer service, so that they in turn can keep their customers happy. The day is here where independents with good customer service, good assortments and fair pricing can offer their customers the ultimate shopping experience. We at UWG want our customers to be that type of destination and we will do everything within our power to achieve your success."

"We welcome southeast Florida operators to become customers of Unified Wholesale Grocers, LLC and to see how your costs will drop, and how you can become profitable with a consistent supply of product", UWG Senior Buyer Richard Kleva adds.

Unified Wholesale Grocers represents a new approach to serving the growing needs of the convenience store and bodega units in the southern region of Florida. Unified has been designed to carry an extensive line of groceries priced most competitively to help keep its customer base in a position to grow and prosper utilizing its available funds to its greatest advantage.

Unified's modern Fort Lauderdale distribution center maintains a 24/7 operation allowing its customers to keep a most fluid operation with the least amount of investment to maintain a full proper mix of products. The facility is conveniently located in southeast Fort Lauderdale with easy access to all major types of transportation.

Unified has a current customer base of over 400 active accounts and is constantly searching to extend this group of convenient outlets. Unified maintains its own professional Buying Department and its own Sales Department with Retail Counselors able to visit your store.

UWG offers outstanding product assortment selection, aimed at offering you high margins and fast turns. Some of the categories currently available include: Beverages (such as energy drinks, vegetable juices, soft drinks, and water), Groceries, Cooking Oils & Condiments, Baby Products, Baking Goods, Laundry & Cleaning Supplies, Car Care, BBQ, Cookies & Snacks, HBC/General Merchandise, Kitchen/Bathroom Products, Paper/Plastic Goods, Pet Products, and many, many more.

Frequently, UWG offers Special Buys: Items that are available to your store(s) either by drop shipment or delivery with your order. These items could include sunglass rack, suntan racks and other soft and hard-line products. These products are available several times a year and can be reordered as needed to properly maintain your store inventory. Each major holiday offers key items to be displayed in your

stores to offer your customers that added incentive to buy from you, rather than from your competitor. These items will be pre-booked to ensure your quantities and offer to you in advance of major shipping windows of these items to maximize your sales.

UWG offers the latest in Information Technology, from scanning store orders to producing a store order hard copy of the scan, to the ability to scan a check into and auto-payment of funds to expedite your order. UWG can do all types of print outs and order books, as needed, for your operation. Corporate information can also be handled for those larger accounts that need special reporting.

Advertising programs are available to both individual and store groups, offering weekly ads, flyers and coupon pages. Their creative artist will help you design a look that is all your own store identity. There is a charge for these services, but it is based upon the number of copies printed.

One of the major benefits to customers of Unified Wholesale Grocers is its *Free Delivery* policy on minimum order of \$200 or more. This can result in tremendous savings when compared to delivery charges being placed upon orders by other distributors.

To learn more about how you can benefit by being a Unified Wholesale Grocer's customer call tel 954-720-4446 or (toll free) 1-866-331-0789. UWG is located at 3635 SW 30 Ave., Fort Lauderdale, FL 33312. Visit them on the internet at [www.unifiedwholesalegrocers.com](http://www.unifiedwholesalegrocers.com)



■ **CONTEST WINNER** – UWG Territory Manager for Palm Beach County Michael Markson (left) receives a \$100 American Express Gift Card from Joe Lorusso, North American Beverage Company. Markson was the winner of a recent sales incentive contest for North American Beverage Company's Havana Cappuccino Coffee. Havana Cappuccino is available in five varieties in eleven ounce cans. Congratulations Michael on an outstanding sales effort!



## Americans' Perceptions of Luxury Brands Rising Despite Flagging Economy

As Americans continue to receive conflicting messages about the state of the economy and a potential upcoming recession, findings from the 2013 Harris Poll EquiTrend (EQ) study show many luxury brands made gains in brand equity over the past year. More than 1,500 brands were assessed across over 155 categories this year, and high end companies - from auto makers to department stores - fared better than in years past in ratings based on the Harris Poll EquiTrend Brand Equity Index, which is comprised of three key factors: Familiarity, Quality and Purchase Consideration.

Findings from the 25(th) annual study show that high end automotive companies in particular received

higher Brand Equity rankings than in prior years. While Mercedes-Benz took the top spot among Luxury Automotive brands for the third year in a row, five other luxury auto brands - Acura, Audi, BMW, Infiniti and Land Rover - received their highest scores ever in the study, suggesting a strong recovery in the industry at large, particularly in the high end category. Harley-Davidson Motorcycles also reached its highest score in the study's history, at the same time regaining the top spot as the 2013 Harris Poll EquiTrend Motorcycle Brand of the Year.

"There's been a lot of discussion

in the media as to whether 2013 will bring about another recession, so it's interesting to see equity is on the rise for luxury brands typically associated with higher discretionary income, even as other economic indicators suggest a possible downturn," said Aron Galonsky, Senior Vice President, Brand and Communication Consulting at Harris Interactive. "This may show that after a number of years spent tightening their belts, consumers are looking to the quality and value they feel these brands provide."

An increase in brand affinity - and potentially related sales -

among higher end brands is in-line with findings from a recent Harris Poll that showed a decrease over the past few years in the number of Americans who plan to save more in the year ahead and cut back on household spending, suggesting the appeal of luxury items stayed strong even while such purchases were deferred in tough economic circumstances.

Other luxury lifestyle brands, including Saks Department Stores and MAC Cosmetics, saw increases in their scores from 2012 - and are both top ranked in their respective categories. Both brands had

gains of almost 10 points (8.9 and 9.3, respectively) from the year prior. And while Starwood Hotels & Resorts topped the luxury hotel chain category, InterContinental Hotels & Resorts hit its highest score yet in that category, rising more than 13 points from its lowest score back in 2008.

"Understanding the health of your brand is a critical component in determining the business priorities for companies in any industry," continued Galonsky. "The higher scores point to increased consumer affinity and likelihood to purchase from these companies."

### Natural Products Association Calls for National Standard on GMO Labeling

The Natural Products Association (NPA) Board of Directors calls for all foods containing genetically-modified organisms to be accurately labeled under a national uniform standard so consumers can make educated decisions about foods they purchase. NPA is the nation's largest association for natural products, representing over 1,900 members accounting for more than 10,000 locations of retailers, manufacturers, wholesalers and distributors of natural products.

"This is really very simple - people have a right to know what's in their food. A national standard is the best, most cost-effective and least-confusing way to deliver on this commitment for American consumers. To have hundreds of different state and local requirements would be counterproductive and expensive. As the nation's largest association of the natural products industry, NPA is ready to play a leadership role in this effort," said NPA Executive Director and CEO John Shaw.

Polls show Americans overwhelmingly support GMO labeling. An ABCNews.com survey conducted last summer found that 93 percent of Americans say the federal government should require labels on food that indicate whether it has been genetically modified or "bio-engineered." At least 22 states are considering legislation requiring GMO labeling for foods.

NPA's guiding principles were drafted with NPA members under advisement of NPA staff and legal counsel to ensure they will guide the association for years to come. The principles adopted by the board include:

- NPA believes consumers have the right to be informed whether genetically modified components are in their foods.
- NPA supports and encourages the voluntary labeling on non-GMO foods.
- NPA believes that consideration of federal law promoting a uniform standard is warranted to avoid separate standards for GMO labeling at the state level.
- NPA opposes a private enforcement provision, which encourages abusive litigation, to impose compliance.
- NPA supports the FDA consistently reviewing the concept of bio-equivalency of genetically modified ingredients in light of the most recent scientific studies.



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# 6 Produce



## A Sweet Season in Store for Georgia Blueberries

Spring 2013 is on tap to be one of the best seasons for Georgia Blueberries in recent memory. Not only is a record crop estimated, but a new partnership with celebrity chef Hugh Acheson will raise awareness of Sweet Georgia Blues among consumers.

The delicious berries began arriving in supermarkets in mid-April and will continue through the end of July, providing Georgia with the longest blueberry-growing season in North America.

This year, the Georgia Blueberry Commission is teaming up with James Beard Award-winning chef Hugh Acheson to highlight the freshness and health benefits of Georgia Blueberries. Acheson is the chef and partner of three Georgia restaurants, a popular judge on Bravo TV's Top Chef and has competed in Top Chef Masters, Season 3. He is passionate about Georgia's agriculture and a strong proponent of lo-



cally grown produce and foods.

More and more consumers are adding blueberries to their diets thanks to ongoing research that suggests berries are packed with antioxidants, can lower cholesterol and decrease the risk of heart disease and cancer.

Already one of the largest blueberry-producing states in the U.S., growing consumer demand has catapulted production of Sweet Georgia Blues. The state's blueberry crop has doubled in the last decade and continues to increase as much as 15% each year.

"We're pleased that consumers are turning to Georgia Blueberries, not only for the health benefits, but also for the sweet, delicious taste," stated Joe Cornelius, chairman of the Georgia Blueberry Commission. "This year's crop is expected to be just as plentiful as last season, and the quality is expected to be outstanding, as always."

## The World's Largest Lunch Tray



TANIMURA & ANTLE recently donated 126 lbs. of Artisan Lettuce for the "World's Largest School Lunch Tray" event as part of the annual California Ag Day festivities.

## Event Features 126 lbs. of Artisan Lettuce

Promotes Healthy Eating to Children at California Ag Day

Produce industry leader, Tanimura & Antle donated 126 pounds of Artisan Lettuce for the "World's Largest School Lunch Tray" event facilitated by PBS show, "Bringing it Home with Laura McIntosh," as part of the annual California Ag Day festivities in Sacramento on March 20.

The 8-foot-by-10-foot reproduction of a school lunch tray was filled with California-grown products to feed over 700 schoolchildren for this annual celebration. Tanimura & Antle's Artisan Lettuce was the perfect addition to this event promoting healthy eating having been recently received certification as a heart healthy food from the American Heart Association.

Tanimura & Antle is passionate about increasing childhood consumption of fresh fruits and vegetables and has partnered with several industry organizations to promote and teach children about making healthy food choices. To date, Tanimura & Antle has donated a total of seven salad bars to California and Arizona schools through the United Fresh Produce Association's "Let's Move Salad Bars to Schools" campaign; made a donation to the Canadian Produce Marketing Association's Freggie Friday In-school Program and partnered with the Western Growers Foundation at the recent Yuma Lettuce Days event to raise awareness of their School Garden initiative.



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## 8 Meat

GreatO

## An Innovative Ground Beef Rich with Omega-3 Fatty Acids Debuts

GreatO Premium Ground Beef has arrived in grocery stores giving shoppers a new option when it comes to supplementing their diets with omega-3 fatty acids. TOPS Friendly Markets is the first grocery retailer in the United States to offer GreatO; the first and only USDA labeled ground beef product naturally abundant in omega-3 fatty acids with the rich flavor and taste of regular ground beef. For over 10 years, NBO3 Technologies, LLC worked with the Kansas State University to create and bring to market GreatO Premium Ground Beef and other products.

GreatO Premium Meats are now available at TOPS Markets chain-wide in 1 lb. packages at \$4.99. TOPS is a leading full-service grocery retailer in upstate New York, northern Pennsylvania and western Vermont.

"We are thrilled to partner with GreatO to bring this truly innovative product to TOPS customers first," said Jim Lane, TOPS Mar-



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.

"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," says Todd Hansen, CEO of NBO3 Technologies.

Hansen adds, "The relationship between NBO3 and Kansas State University Animal Sciences and Industry department is a model example of academic and commercial collaboration to develop and take to market beneficial improvements for both industry and consumers."

Recent research shows a majority of consumers are interested in buying food products that contribute to health management. Omega-3 fatty acids are found in fish and plant oils. The U.S. currently does not have a recommended daily intake of omega-3s, though many doctors and nutritionists recommend between 1,200-1,600 milligrams daily, depending on a person's age and health. The health benefits of omega-3 fatty acids are widely acknowledged.

GreatO Premium Beef contains healthy omega-3s because of the feed that the animals are given. GreatO3 Premium Feed delivers a diet naturally rich in healthy omega-3 fatty acids derived from healthy oilseeds and other natural whole grains high in protein and omega-3 fatty acids.

■ GREATO PREMIUM GROUND BEEF is arriving now in grocery stores, giving shoppers a new option when it comes to supplementing their diets with omega-3 fatty acids.

kets' director of meat and seafood. "We are always looking for ways to help our customers make more nutritious choices, and GreatO ground beef will be an ideal way for families to incorporate those good nutrients into their weekly meals."

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

## Greenfield Farms Announces New Licensing Program

Greenfield Farms Food, Inc. is beginning a new licensing program for its "Greenfield Farms Grassfed Beef" trademark, which the Company believes will allow it to expand its business and enhance its market and brand presence. With this program, the Company will phase away from its traditional business model of taking cattle from farm to market thus eliminating all of the capital and startup costs required for such operations by expanding its brand presence with capable cattle producers and marketers. The Company also believes that the trademark licensing concept allows for more rapid market penetration with minimal risk and the ability to more easily ascertain assumed returns.

Greenfield also announced that it has signed its first licensee, Hill Meadow Foods, Inc., in an exclusive agreement until December 31, 2013, at which time it will become non-exclusive. The management of Hill Meadow Foods is headed by former Greenfield Chief Executive Officer, Larry Moore.

"This change in business model eliminates significant risk from this business because of the capital and overhead costs involved in getting the cattle to market and on to the retail outlets," commented Greenfield Chief Executive Officer, Henry Fong. "We believe this change will allow for more rapid expansion of the Company's brand presence while keeping the highest quality as any prospective licensee would be required to conform to standards we set for delivery of their product."



## Glory Foods New Smoked Sausage Products Have Southern Twist

Glory Foods and Monogram Foods companies have introduced new meat products, Glory Foods Cocktail Links and Glory Foods Smoked Sausage, both of which are flavored Southern-style. Monogram Food Solutions, a leading manufacturer of packaged meats based in Memphis, TN, is producing and marketing these products on behalf of Glory Foods.

"We, at Glory Foods, believe that now is the opportune time to present our sausage products to the market because consumer interest in Southern foods continues to grow," said Dan Charna, vice president of operations for Glory Foods. "With the expertise of Monogram Food Solutions, Glory Foods introduces sausage with special Southern seasonings that complement our canned and bagged vegetables. Consumers can now 'link' to another side of our flavorful personality."

Glory Foods Cocktail Links are



made with special seasonings to produce robust flavor offered in two varieties: Original and Spicy Red Hot, both precooked and sold in 14-ounce packages. The Glory Foods Smoked Sausage also comes in two hearty tastes: Hot Smoked and Original Smoked. Each comes in 16 and 28-ounce links. The sausage products have been exhaustively tested to deliver a true Southern taste experience.

"These new Glory Foods

smoked sausage products taste great and are different from anything else we see in the market," said Marty Butler, vice president of business development at Monogram Food Solutions. "We think these latest food items will bring new consumers to Glory Food and generate incremental sales for grocers."

The smoked sausage products are available now. The suggested retail price is from \$2.59 to \$2.99.



## Jack Link's Beef Jerky and Seattle Mariners Partner



America's favorite meat snacks and America's national pastime: it's a perfect pairing happening this season and beyond through an exciting new partnership between Jack Link's Beef Jerky and the Seattle Mariners.

Jack Link's, the No. 1 U.S. meat snack brand, recently reached a multi-year sponsorship agreement with the Mariners, with the 2013 season marking the beginning of the partnership. As a sponsor, Jack Link's will offer fans exciting in-game promotions and product giveaways throughout the

season, including hosting "Dustin Ackley Bat Night" at Safeco Field on April 27, where all fans ages 14 and under will receive a Jack Link's and Seattle Mariners branded full-size baseball bat signed by Dustin Ackley.

"Baseball season is synonymous with so many things Jack Link's embodies: getting outside, spending time with family and friends, and, of course, some great snacking," said Jeff LeFever, vice president of marketing for Jack Link's. "The opportunity to partner with the Mariners, one of the most innovative and respected organizations in sports, is a perfect fit for our brand. We're especially excited to become a bigger part of the Seattle community and look forward to helping fans 'Feed Their Wild Side' all season long."

"Jack Link's has a long tradition of supporting sports, from professional hockey to fishing to youth baseball. The Mariners are happy to welcome America's best-selling brand of beef jerky to Safeco Field as one of our newest corporate partners," said Joe Chard, Seattle Mariners vice president of corporate business and community relations.

Fans will have the opportunity to win a variety of Jack Link's products during the season through the recurring "Lucky Row" in-game promotion. Jack Link's protein-packed snacks will also be available for purchase in the stadium all year, and the brand will also sponsor in-game "Great Plays" video highlights on Safeco Field's new high-definition MarinersVision video screen, the largest in Major League Baseball.

Fans should also be on the lookout for Jack Link's brand icon, the elusive Sasquatch, who stars in the popular "Messin' With Sasquatch" campaign and is commonly thought to call the region home.

"The Pacific Northwest region is no stranger to reported Sasquatch sightings," LeFever added. "Fans at Safeco Field may want to keep an eye out for the mysterious creature this season."

## United Supermarkets Expands Social Media Presence

### To Serve Guests of Multiple Banners

United Supermarkets, LLC is by expanding its social media presence for three of its four store formats. The new structure gives each of the banners – United Supermarkets, Market Street and Amigos – its own unique and separate set of social media pages on several platforms.

The growth of social media and unique positioning of each banner drove the decision to diversify outlets. While the company's social channels were previously aligned geographically, the new alignment by brand allows each banner to have unique representation on Facebook, Twitter and other social media platforms.

"As we became more active on social media, we realized that publishing content about all three of our banners to a single Facebook or Twitter page wasn't the most desirable way for our guests to stay updated on what was happening in the stores where they shop," said Kelly Podzemny, social media coordinator for United Supermarkets, LLC. "Now they can follow only the banners where they shop, or all three if they like, and not be exposed to the same message twice."

In early February, the company converted its former "West Texas" Facebook page, which represented all three West Texas brands, to represent only its United Supermarkets stores. The company also converted the previous Dallas/Fort Worth Facebook page to represent Market Street stores across all of its regions. New Facebook and Twitter accounts were created for the Amigos banner.

"Social media has been a great way to engage with our guests. We are evolving from simply being a grocery store to becoming a valuable source for interesting, entertaining and useful content," says Jennifer Nanz, digital media manager for United Supermarkets, LLC. "Our goal is to provide relevant information to our guests, and narrowing our message to the specific banner helps us achieve that goal."

The changes have been well accepted by fans. New followers for Facebook and Twitter channels have increased by 38%, and regional diversity has increased among all channels. Most guests continue to follow and engage on multiple banners and channels.

Additionally, the company has created Pinterest and Instagram feeds for United Supermarkets and Market Street.



■ THE SPICE & TEA EXCHANGE continues to expand its presence on Florida's First Coast, with a new store that recently opened in historic St. Augustine, FL.

## The Spice & Tea Exchange Opens Another Store in St. Augustine

The Spice & Tea Exchange continues to expand its presence on Florida's First Coast, with a new store that recently

opened in historic St. Augustine, FL. The new store is strategically located within the Old Jail Museum complex, which is listed on the U.S. National Register of Historic Places, and happens to be one of the many local trolley stops in the area. This new store offers a variety of TSTE's traditional mouthwatering seasonings, along with an educational area for student tours and a small sampling-bar for imported teas.

This marks the second opening of a Spice & Tea Exchange store by franchisee, Colleen Messner. Colleen is well known in the community and is building upon the success of her first store in the historic district. She is very passionate about cooking, and is always exploring new ways to infuse different spice blends and exotic teas into her recipes.

"I enjoy speaking to people of all ages and walks of life about cooking, including how to use the unique mix of spices and teas that are only found at The Spice & Tea Exchange. Come in and Explore the Spiceabilities!" said Colleen Messner.



■ THE SPICE & TEA EXCHANGE meets the needs of both the professional chef and the at-home cook, by providing one-stop shopping for seasonings and teas to fulfill recipe and other culinary needs.

The convenience and cost effectiveness of purchasing ready mixed spices, in increments as small as 1oz, enables anyone to produce a flavorful meal; not to mention having their kitchen smell like a five star restaurant. The Spice & Tea Exchange meets the needs of both the professional chef and the at-home cook, by providing one-stop shopping for seasonings and teas to fulfill recipe and other culinary needs.

"Providing guests with the ability to create their own unique culinary experience is the core of

what we offer," said Clay Freeman, Founder and Managing Partner of the Spice & Tea Exchange. "Our proprietary blends and rubs are some of the most popular items in our stores, and we have an extensive collection of over 170 fresh spices, herbs and seasonings, as well as specialty salts, flavored sugars, exotic teas and accessories for our guests to choose from." The purveyors of fine spices, blends, salts, teas and more are very excited about their franchise expansion within the St. Augustine area.



■ This marks the second opening of a Spice & Tea Exchange store by franchisee, Colleen Messner.



# 10 Grocery



## Cape Cod Lightens Up its Sea Salt & Cracked Pepper Variety

When it comes to Cape Cod Potato Chips, sometimes less is more. Now the iconic New England brand adds 40% Less Fat Sea Salt & Cracked Pepper to its popular lineup of reduced fat kettle-cooked chips. A spin off from the classic salt and pepper flavor, the small-batch crafted kettle chip delivers the distinctive taste and crunch that Cape Cod fans love, but with 40% less fat than the leading brand of regular potato chips.

Cape Cod's 40% Less Fat Sea Salt & Cracked Pepper chips are made with real sea salt and a blend of peppercorns, including a slightly sweet premium white pepper. When added to the robust potato flavor and hearty crunch of a Cape Cod Potato Chip, this reduced fat snack is hard to resist.

Like all Cape Cod reduced fat varieties, 40% Less Fat Sea Salt & Cracked Pepper chips are kettle-cooked in 100% canola oil with no trans fat and contain no chemical additives or dehydrated potato flakes. The chips are made from fresh sliced potatoes, which are flash baked and spun to remove excess oil. This natural method of reducing the fat content ensures that the chips have the same unmistakable crunch and bold flavor as the original varieties.

The well-known Cape Cod lighthouse on the package makes it easy for consumers to find among the sea of salty snacks. An 8-ounce bag of the new 40% Less Fat variety retails around \$3.79. All Cape Cod Potato Chips are all-natural and preservative-free.

## Ruffles Introduces Beer-Battered Onion Ring Flavored Potato Chips



Ruffles, one of the flagship brands from PepsiCo's Frito-Lay division, is bringing guys the flavor and delicious crunch of one of their favorite snack foods -- beer-battered onion rings -- to a potato chip. With the introduction of Ruffles MAX Beer-Battered Onion Ring flavored potato chips, guys can now load up on all of that crunchy, onion-y-flavored goodness they'd find at a bar or tailgate

party with a snack designed to fuel any gathering.

Tapping into a hot trend and just in time for the sports and party season, Ruffles MAX Beer-Battered Onion Ring flavored potato chips speak to the now-iconic American bar food. According to CNN's Eatocracy food blog, onion rings rank second only to their French-fried potato cousins in popularity. In other circles, the onion ring has gained more popularity than some of our favorite pop-culture icons, humorously showcased in social media memes across the web.

Ruffles originally introduced onion-ring flavored potato chips in late 2011 in limited distribution, but Ruffles MAX Beer-Battered Onion Rings now fall under the brand's MAX line, which includes flavors inspired by real-foods guys love with the maximum taste guys want. The snack is available for a limited-time nationwide where Ruffles chips are sold.

Ruffles MAX Beer-Battered Onion Rings are offered in two sizes: a 2.5-oz. bag for a suggested retail price of \$1.49; and an 8-oz. bag for a suggested retail price of \$4.29.

## Hormel Compleats Adds 6 Cheesy Pasta Varieties



Building on the success of the Compleats microwave meals line, Hormel Foods has announced six new cheesy pasta product varieties, made with real cheese. Hormel Compleats utilizes a combination of new innovative technologies to deliver a superior product that improves the taste, texture, appearance and nutritional quality of shelf-stable food.

A recent survey from Right Management, a human resources consulting firm, found that a whopping 65 percent of workers eat at their desks or don't take a break at all. These new products are perfect for today's busy, on-the-go consumers who are looking for convenient foods to power them through their day.

The new line offers the following satisfying flavor selections for consumers: Mac and Cheese, Italian Herb and Cheese Rigatoni, Three Cheese Chicken Pasta, Ravioli, Creamy Cheese and Basil Tortellini, and Smoky Bacon Parmesan Rigatoni.

These protein-rich products are ready to eat in just 60 seconds. While still providing consumers with the taste of comfort that they crave, Hormel Compleats microwave meals fit perfectly into people's busy everyday lives.



## Jack Link's Launches its Full Turkey Snack Lineup

Jack Link's is setting out to prove that turkey isn't just for Thanksgiving anymore with the launch of its expanded portfolio of delicious, new turkey meat snacks. The trailblazing lineup of turkey products -- featuring five different offerings -- provides snackers with high-quality choices made from real turkey. The packaging features a fresh, new color scheme using green lettering on a white background to drive differentiation from the hearty-beef cues conveyed in the company's bold red and black base line packaging.

As snacking continues to make up more overall eating occasions, the launch of Jack Link's full turkey product line meets growing consumer demand for convenient, smart options.

The new turkey line encompasses the following Jack Link's turkey meat snacks:

- **JACK LINK'S ORIGINAL TURKEY JERKY** — This sure-to-be fan favorite provides an excellent source of protein, is 98 percent fat free, low in calories and carbs, and has no added MSG
- **NEW JACK LINK'S OVEN ROASTED TURKEY TENDER BITES** — This snack has both a new look and new name. Formerly called Jack Link's Oven Roasted Turkey Nuggets, the new "Tender Bites" moniker is more descriptive of its easy-to-chew benefits.
- **NEW JACK LINK'S ORIGINAL TURKEY STRIPS** — This heritage product offers a highly portable serving of protein that's great for on-the-go snacking.
- **NEW JACK LINK'S ORIGINAL TURKEY STICKS** — This convenient, anywhere, anytime snack is unique in the world of meat sticks. Complete with easy-to-open packaging, Jack Link's Original Turkey Sticks offer a distinct and delicious turkey taste.
- **NEW JACK LINK'S TURKEY SNACK STICK & CHEESE COMBOS** — Made with creamy smoked Wisconsin Cheddar cheese and savory Jack Link's Turkey Sticks, two great flavors collide in this tasty combo pack.

Dedicated marketing support equipped Jack Link's for a successful product line debut. Most notably, the brand created two new "Snackin' With Sasquatch" TV spots titled "Camouflage" and "Book Club," both of which focus on the brand's turkey offerings.



## Green Giant Introduces Giant Flavor in the Snacks Aisle

Green Giant is taking a leap from your frozen section to your snack aisle by introducing the following two new snacks: Green Giant Roasted Veggie Tortilla Chips - Zesty Cheddar Flavor, and Green Giant Multigrain Sweet Potato Chips - Sea Salt Flavor.

Families can feel good about eating Green Giant Roasted Veggie Tortilla Chips - Zesty Cheddar Flavor that are made with real vegetables, 17 grams of whole grain per serving, and are naturally flavored. The Green Giant Multigrain Sweet Potato Chip - Sea Salt Flavor contains 40 percent less fat than regular potato chips, is made with 14 grams of whole grain per serving, and real sweet potatoes.

"The Green Giant brand has been a fixture in the grocery store for nearly 100 years but this is the first time consumers will find us in the snacks aisle. We're excited to bring Green Giant flavors and goodness to snacking," said Michelle Barbeau, marketing manager, Green Giant Snacks. "These new Green Giant chips are a great change-of-pace for serving guests either on their own or with a creamy dip."

Green Giant Roasted Veggie Tortilla Chip - Zesty Cheddar Flavor and Green Giant Multigrain Sweet Potato Chip - Sea Salt Flavor are available in the snack aisle nationally with a suggested retail price of \$2.99 for both products.

## RiceSelect Signature Texmati and Royal Blends with Freekeh and Flax Seed

### Serve Up Nutritious and Delicious Summertime Meals

With summer right around the corner, health conscious individuals looking to maintain their new year's nutrition goals and get in shape for summer's outdoor activities, are on the lookout for nutritious and delicious ways to stay in shape without sacrificing satisfaction and flavor. Thanks to RiceSelect's Royal Blend products, which incorporate the ancient grains of Freekeh and Flax Seed, and signature RiceSelect Texmati rice, consumers can easily include delicious and nutritious summertime meals in their healthy lifestyles.

RiceSelect's Royal Blend with Flax Seed combines the delicious, nutty flavor of Rice Select's Texmati Light Brown with the exotic combination of flax seed and whole wheat pearl couscous and the mellow, taste and creamy texture of black "caviar" lentils. The flax seed adds a nutritional punch with omega 3 & 6 fatty acids, as well as fiber, vitamin B and protein.

RiceSelect's Royal Blend with Quinoa & Freekeh combines Texmati Light Brown with the slightly nutty flavor of quinoa and the subtle smoky flavor of freekeh. Quinoa is highly appreciated for its nutritional value and high protein content (14% by mass), while Freekeh is a somewhat lesser known grain, but also contains considerable protein content compared to other grains. In addition to higher protein content, freekeh has at least four times as much fiber as comparable grains and consists primarily of insoluble fiber. It also has a low glycemic index, which makes it suitable for balancing insulin levels and mitigating blood sugar illnesses such as diabetes.

These two delicious Royal Blend varieties complement the signature RiceSelect Texmati that was introduced over 35 years ago.





# Some Like it Hot!

*Some Like it Cold!!*



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# 12 Strictly Natural



## Way Better Snacks Heading Your Way

Americans love to snack, and as a recent survey by The Hartman Group shows, we're snacking more than ever. And, more than ever, consumers are looking for snacks that are wholesome as well as tasty.

By being the first of its kind to incorporate, sprouted ingredients, like flaxseed, chia seeds, quinoa, black beans, broccoli seeds and daikon radish seeds, Way Better Snacks truly has built a way better, simply sprouted tortilla chip!

Sprouting delivers many benefits including: increased vitamins and minerals; increased antioxidants; increased digestibility; and increased nutrition absorption.

In addition to the sprouted ingredients, the tortilla chips are also Certified Gluten Free, Non-GMO, Certified 100% Whole Grain, Kosher, Vegan, an excellent Source of Whole Grains, Low Sodium, and a Good Source of Fiber. Also, they contain no trans fats, artificial colors, flavors or preservatives - and are amazingly great tasting. Way Better Snacks proves that when choosing a snack you don't have to sacrifice taste for nutrition. They really are all that and a bag of chips!

Currently offered in six varieties - Simply Sunny Multi-Grain, Simply Sweet Potato, Simply Beyond Black Bean, Simply So Sweet Chili, Simply Unbeatable Blues and No Salt Naked Blues, - Way Better Snacks are available at numerous retailers nationwide.

## Kind Spices Up Snack Bar Line with the Addition of Two New Flavors



KIND Healthy Snacks (KIND) is kicking it up a notch (make that two notches, to be exact) with the unveil of its two newest flavors: Dark Chocolate Chili Almond and Maple Glazed Pecan & Sea Salt. These newest additions broaden the KIND Nuts & Spices™ line of bars to now include six varieties containing only 5g of sugar (or less) - and nothing artificial.

Unlike the processed snack bars that line supermarket shelves making 'zero' or 'low

sugar' claims, KIND Nuts & Spices continues to stand out in the category for its unique ability to provide a delicious, natural way to reduce sugar intake and meet daily protein and fiber needs without using sugar alcohols or other artificial sweeteners. Further, these newest additions cement KIND's standing as a purveyor of healthy and tasty as they are on the cutting edge of food trends recently reported by USA Today and other news outlets who've forecasted 'spicy sweet' offerings and the use of maple as the next obsessions taste buds worldwide will be craving.

■ **DARK CHOCOLATE CHILI ALMOND** is a sweet and spicy blend of mixed nuts drizzled in chocolate with a trio of cascabel, ancho and habanero chilies

■ **MAPLE GLAZED PECAN & SEA SALT** is a sweet and salty combination of pecans, almonds and peanuts covered in maple syrup with a touch of sea salt

KIND Nuts & Spices is all natural, gluten free, low glycemic, non-GMO and low in sodium. The newest flavors will join the original four flavors of KIND Nuts & Spices (Dark Chocolate Nuts & Sea Salt, Madagascar Vanilla Almond, Dark Chocolate Cinnamon Pecan and Cashew & Ginger Spice) on KINDsnacks.com and grocers nationwide beginning June 2013. Suggested retail price is \$1.99 per bar.

## Go Eggless With Nayonaise Vegan Sandwich Spreads

Nasoya Re-Introduces its Vegan Mayonnaise Along with a New Variety

As a nation, we eat more than 76.5 billion eggs each year (that's 250 shell eggs per person) and this Easter alone Americans are estimated to dye nearly 180 million eggs in celebration of the spring holiday. Add that to the approximately 680 million eggs consumed in mayonnaise in 2010 alone and it's clear we could be more fowl-friendly! Nasoya, the nation's leading brand of tofu, is offering delicious options to reduce egg consumption and celebrate an Eggless Easter with recipes featuring its vegan spread, Nayonaise. With half the fat and one-third the calories of traditional mayonnaise, Nayonaise will give everyone the confidence they need to make this healthy choice.

Much like the balanced approach of Meatless Mondays, Eggless Easter uses a calendar occasion to encourage consumers with all types of dietary habits to make healthy and easy swaps with egg-free recipes.

The original vegan mayo, Nayonaise has been topping vegan sandwiches, mixing up salad recipes and flavoring creative dips for over 20 years. With a recently perfected flavor and texture, Nayonaise is now healthier and more delicious than ever. With the addition of NEW NayonWhipped, Nayonaise now comes in three varieties: Nayonaise and Nayonaise Light are excellent substitutions for traditional mayonnaise. For those who prefer a tangy spread, NayonWhipped makes a perfect sandwich spread or dressing.

All varieties are made with expeller pressed oil and are a good source of vitamin B12, a vitamin especially important for vegans and vegetarians. As always, all Nayonaise products are all-natural, non-GMO, vegan, gluten-free, kosher and cholesterol-free.



## IPS All Natural Introduces

### The World's First Egg White Snack Chips

IPS All Natural, a new natural food company based in Los Angeles, has cracked the code on creating a better-for-you, protein-packed snack with the introduction of the first-ever egg white chip.

Hatched one morning at breakfast as founder Sean Olson prepared eggs for his children with the extra crispy edges that they loved, ips—rhymes with "chips", a.k.a. 'intelligent protein snacks'—harness the power of egg whites to create a delicious snack with a crisp, satisfying crunch that contains seven grams of healthful protein per serving. Each one ounce bag of these tasty (ch)ips delivers as much protein as two eggs whites, half the fat of fried potato chips and fewer carbs than baked chips.

ips contain no artificial colors, flavors, preservatives or GMO ingredients. These tasty, gluten free chips also have zero trans fats, and are currently available in four varieties: Aged White Cheddar, Barbeque, Cinnamon Sugar and Sea Salt & Black Pepper.

"We created ips for people who love to snack but want more than just empty calories—from discerning parents like me, who want healthier snacks for their kids, to active individuals who know that protein helps keep your body at its best," comments founder Sean Olson. "Our new ch(ips) replace empty carbohydrates and fats with egg white protein, one of the highest quality proteins there is. This is truly a smarter way to snack!"

Given that egg white is one of nature's few complete proteins, containing all nine essential amino acids that your body needs, ips enables health-conscious snackers to go out and do the things they love without compromising on taste or crunch.



## Sir Kensington's Gourmet Scooping Ketchup



Many of your customers are looking for something a little bit special. Something out of the norm. Tasty. Memorable. To meet their needs, you should be stocking Sir Kensington's Gourmet Scooping Ketchup. Sir Kensington's is crafted from whole tomatoes and other key ingredients include raw sugar, honey, apple cider vinegar, lime juice and spices. As a result, Sir Kensington's has 50% less sugar and 45% less sodium versus other national brands. So instead of something that is overly sweet, this ketchup actually has a robust flavor profile. It's currently available in two flavors - Classic and Spiced.

The brand is also launching a new mayonnaise line featuring Classic and Chipotle flavors. Within the mayonnaise

category, a majority of brands are made with genetically modified soybean oil and factory farmed egg yolks that have been preserved by EDTA, a chemical derived from formaldehyde and cyanide. However, the Sir Kensington's version features sunflower oil and organic and cage free eggs. As a result, it has 33% less saturated fat versus the leading national brand.

The ketchup line already has wide distribution at both specialty retail and large scale grocers such as Whole Foods, Safeway, HEB, etc. Currently the brand is working to confirm mayo line distribution for May/June.

## SunRidge Farms Unveils Three New All-natural Snack Mixes

For the Bulk Foods Section

SunRidge Farms, the Northern California-based leading provider of natural and organic nuts & seeds, dried fruits, snacks, confections and granolas, announces the addition of three new snack mixes to its bulk foods product line: Organic Goji Chocolate Banana Mix, All Natural DoubleNutz 'n Coconut Chew Mix and All Natural Cinnamon Almond Berry Mix. All three products feature Non-GMO ingredients and are entirely produced in the company's solar-powered facility.

"For more than 30 years, it has been our mission to offer only the best tasting foods made with the most sustainable ingredients, and these unique new snack mixes offer just that to consumers," said Mark Devenenzi, national sales director at SunRidge Farms. "Our customers continuously ask us for innovative snacks that are nutritious, delicious and affordable, and these new mixes deliver on all three points."

The new bulk snack mixes include the following:

■ **ORGANIC GOJI CHOCOLATE BANANA MIX (MSRP \$8.99/lb):** USDA-certified organic, the colorful new tropical mix is bursting with flavor. Filled with dark chocolate chips, raisins, banana chips, goji berries and coconut, this mix is a good source of Vitamin A and is cholesterol free.

■ **ALL NATURAL CINNAMON ALMOND BERRY MIX (MSRP \$7.99/lb):** A sweet, crunchy and tangy mix, all in one. All natural cinnamon vanilla glazed almonds are mixed with raisins, cranberries and peanuts, providing a healthy dose of antioxidants, potassium and magnesium.

■ **ALL NATURAL DOUBLENUTZ 'N COCONUT CHEW MIX (MSRP \$8.99/lb):** All-natural coconut is drenched in dark chocolate, then combined with almonds, cranberries and roasted cashews to create a unique mix perfect for hitting the trail. This mix offers a heart-friendly boost from coconut's saturated fats and dietary fiber.





# Budweiser Clydesdale Farm Opens for 2013 Season

■ **BABY CLYDESDALE HOPE**, star of Budweiser's Super Bowl spot "Brotherhood," rests at her home in Warm Springs Ranch in March 2013. Warm Springs Ranch, located in Boonville, MO, where visitors can see more than 35 baby Clydesdales throughout the 2013 season.

Spring means the return of baseball and opening day celebrations around the United States. It also marks another annual event celebrated by fans of the Budweiser Clydesdales - "opening day" at Warm Springs Ranch in mid-Missouri for public tours, where more than 35 baby Clydesdales are expected to be born in 2013. Public tours began April 1, and the ranch will remain open until October 31.

Jeff Knapper, general manager for Clydesdale operations for Anheuser-Busch, said that through March 27, seventeen baby Clydesdales have been born at Anheuser-Busch's state-of-the-art Clydesdale breeding farm, which is home to more than 100 Budweiser Clydesdales. This includes Hope, the star of Budweiser's award-winning and top-ranked Super Bowl commercial, and Stan, the first-born foal of 2013, named af-

ter all-time MLB great Stan Musial.

Some tour dates, particularly Saturdays in the spring, already are sold out," Knapper said. "On some other days there is limited availability. The popularity of the Super Bowl spot has certainly piqued the public's curiosity around the training of Budweiser Clydesdales and how they spend their early years."

The ranch offers twice-daily tours every day except for Wednesday. The tour costs \$10 per person and lasts one-and-a-half hours. To reserve a tour spot (reservations are required) or for more information, visit [www.warmspringsranch.com](http://www.warmspringsranch.com).

New for 2013, the ranch now offers a VIP tour. On the tour, guests climb aboard a custom-built vehicle to enjoy a private excursion on the 300-plus acres and talk with Clydesdale handlers. The VIP tour also includes time in the pastures with the Clydes-

dales, as well as samples of Budweiser for adult guests older than 21 at the end of the tour and a photo opportunity with one of the world famous Budweiser Clydesdales. Each VIP tour costs \$500 and can accommodate up to 16 guests, with the tour offered once daily.

John Soto, supervisor of Warm Springs Ranch, has been providing care for the Clydesdales for 33 years. In fact, he was the inspiration for the handler featured in the "Brotherhood" Super Bowl commercial that won USA Today's AdMeter.

"Since the Super Bowl, many people have asked me what it feels like to have been portrayed by an actor on such a large stage," Soto said. "I tell them I'm humbled and lucky, but that's really how I feel every day, getting to share my life with and care for these beautiful animals, each of which has their own personality."

In 2012 Warm Springs Ranch welcomed 16,252 visitors from around the world, up more than 36 percent from the year before, and also welcomed 28 baby Clydesdales: 18 fillies (girls) and 10 colts (boys).

Warm Springs Ranch features a 25,000 sq. ft. breeding barn with a veterinary lab and 10 pastures, each with a customized, walk-in shelter and free-flowing water dispensers. The farm sits on 300-plus acres of land, allowing the Clydesdales plenty of room to exercise and roam.

Dedicated staff is on site around the clock to ensure the baby Clydesdales are welcomed into the world in comfort and safety. Those Clydesdales born with the proper markings for a Budweiser Clydesdale - a bay coat, a blaze of white on the face, four white stocking feet, and a black mane and tail - have a future spot on one of the traveling hitches.

## Talenti Unveils New Branding and Four New Flavors

Talenti Gelato & Sorbetto has begun a re-branding effort that modernizes the look and feel of the product, as well as the introduction of four new flavors to its growing line of all-natural gelatos and sorbetto.

Talenti's new logo and typeface support the brand's simplicity and playfulness, while also capturing the inevitable smile that comes with each spoonful of Talenti. The "smiling spoon" logo and updated tagline, "Happier spoons," will further remind consumers of Talenti's exceptional quality and all-natural, carefully sourced ingredients.

In addition, Talenti continues to innovate this year with four unique new gelato and sorbetto flavors:

**ALPHONSO MANGO** - A rich, dense sorbetto made with real, perfectly ripe Alphonso mangos from India.

**ARGENTINE CARAMEL** - A luxurious and rich gelato made with golden Argentinean-style dulce de leche.

**SOUTHERN BUTTER PECAN** - A new take on a classic, this gelato combines a thick, delicious, buttery background with butter roasted pecans, and a ribbon of Talenti's signature dulce de leche.

**GERMAN CHOCOLATE CAKE** - Inspired by the classic dessert, this flavor blends creamy milk chocolate gelato with premium pieces of coconut, candied pecans, and a velvety caramel swirl throughout. "We are thrilled to add new, exciting flavors to our growing line of products," said Josh Hochschuler, Founder of Talenti Gelato & Sorbetto. "We put great care in creating our gelatos, selecting the best ingredients and adhering to time-honored gelato-making methods. With two takes on American classics and two slightly more exotic creations, this year's new flavors continue to exemplify our commitment to the best quality gelato and sorbetto."



■ **TALENTI'S** new packaging and new flavors are available nationwide at a suggested retail price of \$4.99-\$5.99.

## Say 'Hello' to Seriously Friendly Oral Care

Hello Products greets the world with the launch of the first-ever seriously friendly oral care line, simply called hello™. With a lineup of 99% natural, 100% nice toothpaste, mouthwash and breath sprays, hello promises a friendly mouth: healthy, white teeth, fresh breath, and a clean, moisturized mouth - with no harsh chemicals, artificial colors, alcohol or pain.

hello debuts in distinctive designs created by BMW Group DesignworksUSA, a subsidiary of BMW Group, and offers a refreshing departure from the unfriendly-looking bottles and goopy tubes that consumers have put up with for too long. In an unprecedented relationship between a consumer packaged goods (CPG) company and the world-renowned design arm of the performance automotive leader, hello and BMW Group DesignworksUSA partnered to create breakthrough solutions that bring the brand's seriously friendly spirit to life.

All hello products are available in four delicious flavors, including Supermint, Pink Grapefruit Mint, Mojito Mint and Sweet Cinnamon. "With so many brands talking about killing and fighting, we thought it was time to unleash products that explored the friendly side of oral care," said Craig Dubitsky, Founder and CEO of hello. "Our 99% natural products bring all of the performance and none of the pain, and they taste - and look - incredible."





# 14 On the Promotional front



■ DREW ANN LONG, the inventor of Caroline's Cart, a grocery cart designed to allow people with special needs to be a part of the shopping experience, went to Washington D.C., recently, to meet with policy-makers.

## Alabama Mom is on a Mission for Special Needs Kids

Drew Ann Long, the inventor of Caroline's Cart, a grocery cart designed to allow people with special needs to be a part of the shopping experience, is also a mom on a mission. Long, along with daughter Caroline, went to Washington, D.C., recently, to meet with policy-makers and other elected officials to educate them about two initiatives designed to promote assistance and access for people with special-needs.

Mrs. Long joined Easter Seals in support of the Achieving a Better Life Experience (ABLE) Act. The ABLE Act is a bipartisan piece of legislation that seeks to encourage and assist families in saving private funds for the purpose of supporting individuals with disabilities. Much like the popular

529 college savings plans, the ABLE Act would create a separate 529 savings vehicle to which individuals and families can contribute to help those with disabilities pay for future essential expenses, such as medical care, assistive technology, job training and education. The Long family has been advocates for Easter Seals and disability services since daughter Caroline was born with multiple disabilities. In 2012, Caroline served as an Easter Seals Youth Representative.

Long also introduced Caroline's Cart, the shopping cart currently being offered by grocers in 17 states, that incorporates a comfortable seat into a traditional cart for the transporting of special-needs children and adults.

"Every day, thousands of special-needs families find that getting into their favorite store is only half the battle," says Long. "One of the biggest struggles is maneuvering a wheelchair and traditional shopping cart at the same time. Our hope is that retailers will add Caroline's Cart as an option for those needing mobility assistance, similar to what they've done with scooters and wheelchairs with shopping baskets."

Long spoke to the National Council on Disabilities and will provide a presentation to the Access Board of the United States, a federal agency committed to accessible design, to raise awareness of Caroline's Cart as a new addition for retailers seeking to make their stores more accessible.

## 7-Eleven Beefs Up Fresh Foods Menu

### With New Premium Sandwiches, Packaging

After introducing several new better-for-you salads, snacks and mini-versions of consumer favorites, 7-Eleven, Inc. turns its attention to heartier fare with the addition of two new premium sandwiches - the Steakhouse Roast Beef and Bistro Deluxe. During March, consumers have an added incentive to buy the sandwiches - a free 16-ounce bottled Pepsi drink with purchase. Suggested retail price is \$4.29.

The introduction continues 7-Eleven stores' march toward a more fresh-foods-focused product mix to compete not only with other food retailers but also with quick-serve restaurants. The two new flavorful sandwiches

feature prime deli meats, fresh produce, specially blended spreads and premium breads:

**STEAKHOUSE ROAST BEEF SANDWICH** Sliced roast beef with blue cheese crumble, mayonnaise, baby spinach and tomatoes on marble rye bread.

**BISTRO DELUXE SANDWICH** Black forest ham, Genoa salami and Swiss cheese with lettuce and Dijon mustard on Asiago bread 7-Eleven's Fresh To Go sandwiches are made with fresh ingredients each day in local FDA-inspected kitchens and delivered fresh daily to participating stores.

"Eating on the go or buying food to eat later are trends that are here to stay, but people are less willing to give up quality for convenience, nor should they," said Kelly Buckley, 7-Eleven vice president of fresh food inno-



vation. At 7-Eleven, we have broadened our menu appeal for customers who want a premium, deli shop-quality sandwich. The Steakhouse Roast Beef and Bistro Deluxe sandwiches follow current food trends for top-quality ingredients with an unexpected flavor twist."

Besides the new sandwiches, salads and snacks in the deli case, consumers might notice fresh, new graphics that feature a contemporary, dot-grid pattern in shades of lime green on sturdy, clear plastic packaging. The new sandwich graphics are the first step toward a storewide overhaul of packaging to call attention to the quality of 7-Eleven's prepared foods and beverages. The retailer worked closely with a color consultant to develop a pallet of hues that has been shown to appeal to millennial consumers.

"The packaging serves as the stage for the food and needs to convey freshness, quality and the 7-Eleven brand image," Buckley said. "It also needs to make the food easy to eat on the go. We have added a packaging engineer to our staff who worked closely with our marketing agency and a graphic designer to create the new look."

"Ours is a holistic fresh-food plan, with the primary goal of building an all-day menu of delicious foods that gives hungry customers what they want morning, noon and night," Buckley said. "That's what differentiates 7-Eleven from most prepared-food providers. At 7-Eleven, you can get a slice of pizza for breakfast or a breakfast sandwich in the middle of the night and, of course, one of our new sandwiches any time of day."



## DCI Cheese Company Takes Eight Awards at U.S. Championship Cheese Contest

Eight of DCI Cheese Company's specialty cheeses were awarded prizes at the United States Championship Cheese Contest held March 12-13 at the Atrium in Lambeau Field, Green Bay, WI. Of these winners, three received the prominent distinction of "Best of Class."

DCI's USCCC award-winning product offerings include the following:

**Great Midwest Chipotle Cheddar (Best of Class)**, a slightly smoky, slightly spicy blended Cheddar with a smooth, consistent flavor.

**Nikos Fat Free Feta (Best of Class)** featuring the same soft and crumbly texture and pleasantly mild, slightly tangy flavor of traditional Mediterranean-style feta without the fat.

**Nikos Mediterranean Feta (Best of Class)** is infused with tomatoes, basil, oregano, garlic, lemon juice and spices giving the cheese a delicious medley of rich, tangy flavors.

**Nikos Tomato Basil Feta (2<sup>nd</sup> Place)** is a crumbly, robust feta infused with the classic combination of tomatoes and basil.

**Liederkrantz (2<sup>nd</sup> Place)** is a surface-ripened snack cheese with a distinctly strong aroma and unique, full-bodied flavor.

**Black River Blue (3<sup>rd</sup> Place)**, a producer certified rBGH-free specialty cheese featuring a rich and creamy texture with beautiful, consistent blue veining and an exceptional earthy flavor.

**Danmark Havarti (3<sup>rd</sup> Place)** which is regarded for its pleasantly sweet and mild flavor, rich and buttery aroma and decadently creamy texture.

**Joan of Arc Goat Cheese with Peppadew™ (3<sup>rd</sup> Place)**, a pleasantly mild and tangy chèvre accented by the sweet, piquant flavor of Peppadew™ peppers.

All of DCI's award-winning cheeses are distributed nationwide.

## New Edition of "A Traveler's Guide to America's Dairyland" Released

The Wisconsin Milk Marketing Board has released its newest edition of "A Traveler's Guide to America's Dairyland." The new map encourages visitors to enjoy spots throughout America's Dairyland that celebrate Wisconsin's signature industry, featuring 161 dairy farms, cheese plants and creameries that welcome visitors.

The number of highlighted stops has increased 30 percent over those in the previous edition. The map, a vital tool for Wisconsin's tourism and dairy industries, attracts visitors from across the country. To date, more than 1 million copies of "A Traveler's Guide to America's Dairyland" have been distributed.

"We always say that the best way to learn about and fully appreciate all the Wisconsin dairy industry has to offer is to experience it first-hand," said Heather Porter Engwall, director of National Product Communications, WMMB. "This map is designed to bring tourists from near and far to America's Dairyland and help guide visitors as they explore, tour, taste and shop their way through Wisconsin's cheese and dairy industry."

Matt Zumbo, an artist from Franklin, Wis., was commissioned to provide illustrations for the new map. The design evokes a look and feel similar to watercolor painting, beautifully showcasing the essence of Wisconsin's dairy industry - including lush, green grass and glowing, summer scenes.

Since its inception in 2000, "A Traveler's Guide to America's Dairyland" has steadily increased the number of companies included on the map. In addition to cheese companies, the venues have grown to include a number of dairy creameries featuring ice cream, butter, milk, yogurt and other REAL dairy products. The Traveler's Guide features site descriptions and contact information, as well as a Wisconsin dairy quiz, cow and dairy facts, and unique dairy attractions.

Printed copies of the new "Traveler's Guide to America's Dairyland," are available for free by request, or the map can be downloaded at [www.EatWisconsinCheese.com/map](http://www.EatWisconsinCheese.com/map).





# Eva Longoria & Sheba Brand Introduce New Ad Campaign

Celebrating the Many Passions of Cat Lovers

The Sheba brand has announced its launch of the Sheba. Feed Your Passion integrated campaign featuring actress, philanthropist and cat lover Eva Longoria.

"I am excited to partner with Sheba for the launch of the 'feed your passion' campaign and help celebrate the many passions of cat lovers," said Eva Longoria. "My fans know that I am passionate about things like acting, charitable giving, cooking and dancing, but taking part in the campaign has helped me showcase my passion for pets – especially cats."

The multi-channel campaign introduces the premium cat food brand to the U.S. marketplace and leverages a fully-integrated marketing approach that features Longoria in TV, print and digital advertising, in-store and consumer promotions, public relations and social media channels.

"We are proud to launch Sheba brand in the U.S., providing



■ SHEBA ENTREES FOR CATS has launched the Sheba. Feed Your Passion campaign featuring actress, philanthropist and cat lover Eva Longoria.

cat owners the opportunity to 'feed the passion' they have for their cats with our premium recipes," said Tina Garcia, marketing services director for Mars Petcare. "We're also thrilled to launch the Sheba Feed your passion campaign in partnership with Eva Longoria, who as a cat lover embodies our brand essence and the passions of our core consumer."

Sheba Brand Helps Feed Cat Lovers' Passions Sheba brand celebrates that cat lovers – like Longoria – have many passions, one being their cat. When you lie out your many passions – from cooking a fresh, flavorful meal for family to working to spruce up a new space (which includes a special spot for feline friends), enjoying your passions make every day more delectable.



■ CUREMASTER REUNION – Steve Venenga, Vice President of Meat Products Marketing, Al Fleiner Curemaster (1973-1977), Tom Day Group Vice President of the Foodservice Division, Les Colling Curemaster (1977-1990), Art Goebel Curemaster (1990-2001), Larry Huston Curemaster (2001-2006), Rich Chuck Curemaster (2006-2008), Brian Hendrickson Curemaster (2008-present)

## Hormel Foods Celebrates Cure 81 Ham 50<sup>th</sup> Anniversary

This year marks the 50th anniversary of the Hormel Cure 81 ham brand, and in celebration, Hormel Foods recently honored current and past Curemasters with a reunion luncheon at its Corporate South Headquarters.

One of the highest honors at Hormel Foods, the Curemaster handles the hands-on product decision making, preserving the brand integrity and maintaining the quality that has made Hormel Cure 81 ham the most trusted and revered brands in the category. Since the ham brand was introduced 50 years ago, Hormel Foods has always had a Curemaster overseeing the legacy of this product line – with only seven receiving the esteemed title.

All of the living Curemasters, six of the seven total, were in attendance and shared their memories and sentiments about what being Curemaster meant to them.

The current Curemaster's signature is stamped on every Hormel Cure 81 ham, to ensure each product is qualified to be named the World's Most Nearly Perfect Ham. "My favorite comments are the letters asking if the Curemaster is a real person or a fictional character," said Current Curemaster, Brian Hendrickson. "It's very humbling. Being a Curemaster is a great privilege."

### Unified Wholesale Grocers Hosts

# Hockey Night with the Florida Panthers



■ Fort Lauderdale-based Unified Wholesale Grocers hosted a special night out with the Florida Panthers, March 5, at BB&T Center in the City of Sunrise. UWG retailers and vendors enjoyed a great evening and had the opportunity to see the host team defeat the Winnipeg Jets by a score of 4-11



■ UWG's Mariela and Ian Mariluz (seated) pictured with Rey Valdes' son (standing) and Leo Gonzalez (far right). Rey Valdes and Leo Gonzalez both are with Acosta Sales



■ UNIFIED WHOLESALE GROCER'S Bob Ellenburg, Richard Kleva and Leo Gonzalez, Acosta Sales seem to be enjoying their time with Panther cheerleaders



■ FLORIDA PANTHER CHEERLEADERS welcome CROSSMARK's Joe Digiacomio.



■ Unified Wholesale Grocer's Ian and Mariela Mariluz and Jo Ann Aponte with Anthony Como.



■ Norma and Junior Martinez, CROSSMARK (bottom row) with Teresa and Joe Digiacomio, CROSSMARK.



■ Ian Mariluz, Unified Wholesale Grocers; Alessandra Almarza, Malt-O-Meal; Viviane and Richard Kleva, UWG.



■ Linda Horn, CROSSMARK (left) pictured with a friend of Malt-O-Meal's Alessandra Almarza.





■ **NATURAL GROCERS** by Vitamin Cottage opened this new location in Medford, Oregon, on March 26. The Medford store at 1990 North Pacific Highway is the company's first Oregon location.

# Natural Grocers Opens First Store in Oregon

## Organic Grocer Opens Showplace in Medford

A **TODAY'S GROCER**  
Special Report

**N**atural Grocers by Vitamin Cottage opened its newest location in Medford, Oregon, on March 26. The Medford store at 1990 North Pacific Highway is the company's first Oregon location.

"We're excited to open our doors and get involved in Medford-- we know it is one of the best locations for Natural Grocers because the residents are committed to living healthy, active lifestyles," said Kemper Isely, Natural Grocers co-President. "Our shoppers look for affordable options to help their families be healthy. We believe the people of Medford will be able to buy all of their groceries at Natural Grocers without breaking their budget."

Natural Grocers, based in Colorado, offers only natural and organic products on its shelves; shoppers will find only USDA-certified organic produce, meats from animals raised naturally without the use of antibiotics or hormones, as well as other delicious organic and natural groceries free of artificial colors, flavors, sweeteners and hydrogenated oils. The grocery chain also offers an extensive natural dietary supplement and body care department, and a large selection of gluten-free and other special dietary need products.

For more than 55 years, Natural Grocers has honored the Isely family's founding principles to provide the highest standards in education and ingredients at every day afford-

able prices. Natural Grocers will not sell any foods that contain artificial ingredients such as colors, sweeteners, flavors, preservatives, hydrogenated oils or produce grown with synthetic pesticides. Today, the awareness of the benefits of eating natural foods is higher than ever

and continues to grow, helping Natural Grocers expand to 13 states and over 60 stores.

**NUTRITIONAL COACHING** - Natural Grocers offers free nutritional health coaching - from individualized sessions, to meal planning, to general questions about nutrition



■ Produce clerk Brandie packing out merchandise.



■ **RIBBON CUTTING** - Assistant Store Manager Nancy Butcher and Store Manager Scot Forrest (holding scissors) are joined by Medford store key department heads in the marking the official opening of the beautiful new store.

and health. Every Natural Grocers supports a full time credentialed Nutritional Health Coach and all staff are trained to help shoppers find products and resources to support optimal health. The company also offers free seminars and speakers of interest to the community.

**ECO-FRIENDLY CONCEPT** - True to the Natural Grocers philosophy, the new store was built using green features such as energy-efficient motion light sensors, 100 percent

post-consumer content tiles, high efficiency heat-exchange systems, polished concrete flooring and commercial-grade LED lights.

In addition, Natural Grocers checkout is 100 percent free of disposable shopping bags (no paper, no plastic). In the event customers forget to bring their reusable bags, Natural Grocers offers free recycled boxes or sturdy affordable reusable totes.

**LOCAL SOURCING** - Natural Grocers is dedicated to its local communities, stocking locally-made products whenever possible. Natural Grocers is always looking for new local products and is eagerly willing to consider any new local products.

In addition, the Medford store has a Community Room where residents can come and get a free cup of coffee or tea and use free Wi-Fi access. There is also a demo kitchen for cooking presentations and available meeting space.

Natural Grocers' weeklong opening celebration for Medford took place March 26 - 30. Shoppers were able to enjoy tasty treats, free



■ A bountiful assortment of fresh fruits and vegetable can be found in the Produce Department.



samples and giveaways such as: an iPad compliments of Natural Grocers by Vitamin Cottage; an iPod Nano from Country Life Vitamins; a \$500 Natural Grocers Gift Card donated by NOW Foods; a GPS compliments of Garden of Life; a Tokyo Citizen Collapsible Adult Bike; and plenty of Free daily gift basket giveaways. Natural Grocers also donated a nickel to the local food bank every time a customer checked out with his or her own bags.

Founded in Colorado by Margaret & Philip Isely in 1955, Natural Grocers was built on the premise that consumers should have access to the knowledge and affordable, high-quality foods and dietary supplements to help them support their own health. The family-run store has since grown into a successful national chain with locations across Colorado, Texas, Utah, Wyoming, Oklahoma, Missouri, New Mexico, Montana, Kansas, Idaho, Nebraska, Arizona and now Oregon-- employing over 1800 employees to date.

The new store opens at 8:56 a.m. and closes at 8:04 pm from Monday through Saturday, and on Sunday opens at 9:56 a.m. and closes at 7:06 p.m.



■ Shoppers in the Bulk Aisle.



■ The Community Room features a tribute to the company's founding principles and Founder Margaret Isely.



■ There is so much variety in the Yogurt Department, it can take a little time to make up one's mind!



■ Demonstration Kitchen Mural.



■ A view of the Demonstration Kitchen.



■ Cashier Martin checks out an opening day shopper.



■ Body Care and Facial/Make-up Department



# 18 Guest Editorials

## Loading and Unloading: When Are You Protected and Not Protected



By **ROBERT MUCCI**

**W**e receive numerous calls every day from employers seeking "liability insurance." The caller generally already has insurance on their truck(s) and are now looking for coverage for loss or damage arising during loading or unloading of their vehicles. This coverage is not necessarily for the property of their customers, but against the possibility of injury or death to third parties or loss or damage the property of 3rd parties. Picture a one-ton piano being hoisted out of a third-floor window into a truck and the cable suddenly snaps. It either lands on a 2013 Toyota Camry, or the owner of a 2013 Toyota Camry. Either way; no coverage, lawyers get rich.

In all states, damage or injury to persons and property is covered by commercial automobile insurance which arises during loading or unloading of the vehicle. The question is whether the state where the accident occurred follows the "complete operations" or "coming to rest" doctrine.

For all movers, whether conducting operations entirely within one state or in more than one state, two insurance policies are recommended: Automobile and Commercial General Liability.

The differences are as follows:

### **Automobile Insurance Terms and Conditions**

- **Omnibus Clause.** This policy ex-

tends coverage to "Anyone using, with your permission, a covered 'auto' you own, hire or borrow."

- **Handling of Property.** The coverage form covers the "handling of property," "bodily injury" or "property damage" resulting from the handling of property, before it is moved from the place where it is accepted by the 'insured' for movement into or onto the covered auto, or after it is moved from the covered 'auto' to the place where it is finally delivered by the 'insured'.

### **Commercial General Liability Terms and Conditions**

- The loss must take place in the 'coverage territory' (which includes the entire U.S.)

- Exclusion for aircraft, auto or watercraft

Bodily injury' or 'property damage' arising out of the use of any auto. Use includes loading and unloading.

So exactly what is the difference between loading and unloading? Loading or unloading means the handling of property: (a.) After it is moved from the place where it is accepted for movement into or onto an auto, (b.) while it is in or on an auto, and (c.) while it is being moved from an auto to the place where it is finally delivered. However, loading or unloading does not include the movement of property by means of a mechanical device other than a hand truck that is not attached to the auto.

For example, Acme Movers is hired to relocate the Smith Family from their

home to an adult residential community in the same town. While packing Mrs. Smith's china serving platter the mover's employee drops it, breaking the glass table top. A flying shard of glass severely cuts Mrs. Smith's leg prompting a 911 call and she is treated in the emergency room for non-life-threatening injuries.

Who will defend and pay for Mrs. Smith's injuries – Acme's Auto or the Commercial General Liability Insurer? The answer is the CGL insurer, as the china serving platter had not technically been "accepted for movement", but was merely being packed.

Let's continue the scenario. Mr. and Mrs. Jones are friends of the Smiths. Learning of Mrs. Smith's injury, the Jones' decide to instead hire Ajax Movers to move them to an adjacent state, even though Ajax is fifteen percent higher than Acme Movers. The packing and loading goes without incident. Upon arrival at the Jones' new residence, the crew unloads the headboard of the king-size bed, and puts it on the sidewalk resting against a mailbox, while moving the remainder of the bed into the house.

The Jones' new next-door neighbor decides to take her 100-pound golden retriever for a walk, which gives her the opportunity to scope the new neighbors and their possessions. The dog makes a beeline for the headboard assuming it to be the latest replacement for mail box post which serves as a local substitute for a distant fire hydrant. As the dog's owner tries to

prevent him from marking the new neighbor's possessions with the call of nature, the headboard falls on the nosy neighbor and breaks a bone in her foot.

Who defends, who pays? As the accident occurred in a state which adheres to the "coming to rest" doctrine, the CGL insurer is "on the hook." Unfortunately, Ajax Moving & Storage being located in a "complete operations" state never purchased CGL coverage.

So the long and short of it is this: always protect yourself by having both auto and CGL insurance coverage. And, whenever possible, always have both policies with the same insurance carrier because this will prevent each insurance company from pointing to the other for coverage. By having them with the same Carrier, they must pay whether they consider it automobile or general liability and it keeps you out of the middle.

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## Knocking On Doors Persistently Pays Off



By **ANDRES LARA**

**W**hether you are a business person trying to get more sales, a manager trying to find the right hire, an IT employee trying to write new software, or just the average Joe trying to get the most out of existence; your life will be a lot easier if you understand some basic, yet often disregarded principles in the art of persistence, determination and influence.

Keep in mind that whether you are a salesperson or not, you are always knocking on some kind physical or mental door and your level of success and happiness will depend on how good you are at getting through those doors. So, as you go on knocking at the doorsteps of bigger and better things, keep these five ideas in mind:

**1. Be Patient.** No door was ever built with the purpose of being closed for eternity; for a wall would have been erected on its place. If you have been knocking on a door for quite a while and nobody has answered... be patient. However, do not confuse patience with laziness. Laziness is doing nothing. Patience, on the other hand, is actively waiting; it's suppressing negative emotions like complaints, restlessness, or annoyance while confronted with the universe's timing.

You must understand that the world doesn't revolve around your timing; you revolve around it. And just like a

farmer understands the timing of a seed and will not expect it to sprout any sooner; you should understand that some doors will open at their own time and not any sooner. The universe will reward you handsomely once you learn to be patient and respect the fact that some things just take a little longer to materialize.

**2. Reasons make more sense on paper.** From time to time, you might grow weary. If this happens, it's because you are getting too caught up on the mere routine of knocking on doors. It is easy to get discouraged and lose hope when you lose sight of what initiated your quest. It helps to have a list of at least ten reasons why you must get through this particular door. Keep this list in a place you see frequently like on a refrigerator door, bathroom mirror or even in your wallet. This will fuel your daily knocking with purpose.

**3. Knock with Confidence.** Just like you would probably regard a couple of soft knocks in the middle of the night as someone knocking on the wrong door and ignore them; your knocks, if done reluctantly and infrequently, will also be ignored. Your frequency and loudness will broadcast a message about whether or not you believe you are knocking on the wrong door. Conviction is contagious. Increase the frequency and loudness of your knocks and this will convey conviction, which will open more doors than you can ever manage to go through.

If you are ever concerned about turning off a prospect by your high level of confidence or eagerness, look back on specific instances when someone in the past rejoiced at the fact that you didn't give up on them. It's also helpful to remember that those who like you will like you no matter what you do and those who hate you would have hated you anyway.

**4. Affirm Yourself.** Before you knock on any door, repeat this statement aloud and with enthusiasm at least ten times: "Whatever brought me to this door I am currently knocking on understands that somehow I possess something of immense substance which only I can deliver." At times, affirming yourself is more important than the actual act of knocking for the frequency of your state of mind usually arrives days before you ever get to any door.

**5. Have Faith.** If getting through the current door you are knocking on will help you create relationships that will make your wildest dream come true, would you ever stop knocking on this door? Perhaps the only thing missing right now in your life is the fact that you are not treating whatever door you are knocking on as such. Believe that something bigger than yourself brought you to this door. And remember that faith is the beginning to every accomplishment.

**Call to Action:** Knock on every door today with extreme confidence as though a positive response is awaiting you. Approach the day as though

the opportunity of a lifetime is right behind one of the doors you are going to be knocking on and since you don't know which door it is, treat every door with the upmost respect. Keep in mind that the frequency of your state of mind gets to a door days before you even get there. So constantly affirm yourself with statements like, "The opportunity of a lifetime is waiting for me behind a door." Fuel your daily efforts with purpose by seeing the list of reasons why you are doing what you are doing. When all else fails, remember to be patient and that not now doesn't mean not ever.

These concepts can be summarized with Calvin Coolidge's statement: "Nothing in this world can take the place of persistence. Talent will not; nothing is more common than unsuccessful people with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated failures. Persistence and determination alone are omnipotent."

### **About The Author**

*ANDRES LARA is an international-selling author and sought-after motivational speaker who speaks to companies and groups from all walks of life on the psychology of how to move forward when you feel like quitting. Connect with him at info@TheCubanGuy.com, www.Facebook.com/Motivation911, @motivation911 or call 239-424-9152.*



# Rudi's Organic Bakery and Rudi's Gluten-Free Bakery Debuts New Products

Rudi's Organic Bakery is debuting new products. The new products include Rudi's Organic Bakery Soft Pretzels, Rudi's Organic Bakery Super Seeded and Sprouted Breads and a new 'soft and fluffy' Rudi's Gluten-Free Sandwich Bread recipe. The new products leverage the company's heritage of baking bread on the bright side, offering the whole family nutritious and delicious options they can enjoy throughout the day.

"At Rudi's Organic Bakery, we love developing innovative new products that delight our fans' taste buds and their desire for products that meet the needs of their healthy lifestyles," said Doug Rudi, senior vice president of marketing and sales for Rudi's Organic. "We're thrilled that these new products reflect our ongoing commitment to bake scrumptious and healthy options made from the most wholesome ingredients possible that the whole family will enjoy."

Rudi's Organic has announced the launch of Super Seeded and Sprouted Breads packed with plenty of healthy seeds and grains for greater nutrition and yumminess. What sets Rudi's Organic Super Seeded and Sprouted Breads apart is that they offer super nutrition without sacrificing the flavor and soft texture of Rudi's Organic breads the whole family has come to enjoy. The breads are available now in natural food stores and select mainstream supermarkets and will reach national distribution soon.

Rudi's Organic Super Seeded Breads are USDA Certified Organic and are jam-packed with the natural goodness of seeds and grains and none of those yucky artificial preservatives. The breads are ex-



**RUDI'S ORGANIC BAKERY** is debuting new products. The new products include Rudi's Organic Bakery Soft Pretzels, Rudi's Organic Bakery Super Seeded and Sprouted Breads and a new 'soft and fluffy' Rudi's Gluten-Free Sandwich Bread recipe. The new products offer the whole family nutritious and delicious options they can enjoy throughout the day.

seed-ingly delicious and are packed with 4g of protein, plus 15-17g of whole grains and 2g of fiber with omega 3s.

**SUPER SEEDED BREAD (MSRP \$5.59)** - Featuring six different types of seeds in a delicious cracked wheat bread, this bread is the perfect base for a turkey sandwich, sharp cheese and veggies.

**MIGHTY GRAINS BREAD (MSRP \$5.59)** - With a tasty mix of seven types of grains, including ancient grains and three types of seeds, this bread helps make the traditional ham and cheese a little more fun.

Rudi's Organic Sprouted Breads are full of sprouted wheat and have the softness customers expect in Rudi's Organic breads. Made with 85 percent organic ingredients and packed with nutrition, these breads offer 17-19g of whole grains, 3g fiber and 5g of protein all sandwiched into only 120 calories per slice.

**SPROUTED MULTI GRAIN BREAD (MSRP \$5.59)** - Filled with organic sprouted grains and kissed with clover honey, this bread makes sandwiches look tasty piled

high with roast beef and sweet cherry peppers.

**SPROUTED HONEY WHEAT BREAD (MSRP \$5.59)** - Made with the perfect balance of sprouted wheat, honey and other natural and organic ingredients, this sprouted choice is the perfect base for mom's wicked-good PB&J.

The new line of Rudi's Organic Bakery Soft Pretzels expands the Rudi's Organic portfolio into the snack category. Ready in a jiffy and with only 170 calories per serving, the Soft Pretzels are a convenient and nutritious solution for family snack time. The USDA Certified Organic pretzels are made with ingredients moms feel good about and are free of artificial ingredients, GMOs and high-fructose corn syrup. Rudi's Organic Soft Pretzels will be available by summer.

**THE RUDI'S ORGANIC PLAIN SOFT PRETZEL (MSRP \$4.59)** - Made with just five simple in-

gredients and packed with 6g of protein, this option is perfect for an after school snack on its own or paired with some organic peanut butter.

**THE MULTIGRAIN SOFT PRETZEL (MSRP \$4.59)** - Packed with 8g of whole grains and 5g of protein, these pretzels are an awesome solution to curing an afternoon craving at work.

Ready to excite its gluten-free customers, Rudi's Gluten-Free is revamping its Gluten-Free Sandwich Bread recipe full of soft and fluffy texture, incredible taste, double the fiber of the original recipe and the all-natural ingredients that Rudi's Gluten-Free fans have come to love. In fact, the new 'soft and fluffy' recipe was selected as the favorite bread against a top competitor when it came to flavor, aftertaste, texture, appearance and everyday usability.

## New from Nature's Path

**GLUTEN FREE BREADS:** For all the gluten free consumers who miss delicious bread, Nature's Path's Gluten Free Breads are organic and wheat-free, with uncontaminated whole grain oats. They offer balance of nutrition, subtle flavors, hearty grains and great texture.



## IDDBA Cake Challenge Contestants Announced

The International Dairy-Deli-Bakery Association (IDDBA) has announced the three contestants chosen to participate in the 18th annual IDDBA Cake Decorating Challenge to be held at IDDBA's Dairy-Deli-Bake 2013 seminar and expo in Orlando, FL, June 2-4. There were 68 entrants from 31 supermarket chains.

IDDBA Executive Director Carol Christison commented, "I'm surprised that there are only a few cake-oriented TV food shows out there. It's not for lack of talent. The number of contestants and incredible skills displayed by entrants in the IDDBA's Annual Cake Decorating Challenge shows there are enough talented decorators for many more shows. While many of these decorators have had professional culinary training, many of them are self-taught and have learned their skills on the job. They know what will work, how to work under pressure, and, most importantly, how to WOW the customer. Supermarket cake decorators have to be multi-talented. They need to work at a fast pace to create production cakes and they need to work at their creative peak for custom theme cakes and spectacular wedding cakes. The entrants in this year's contest meet those demands and demonstrate exceptional performance on all levels. They've met the Challenge!"

The decorators receiving an all-expense paid trip to compete are: **KELLI COLEMAN**, Dillons, Lawrence, KS. Kelli has been decorating cakes for 8 years and has been with Dillons for 4½ years. Although she has taken some Wilton Cake Decorating classes, Kelli is largely self-taught. This talented decorator is also the district trainer for her company's pastry cases and enjoys participating in events such as bridal shows and the Taste of Lawrence (a local food event).

**DAWNETTE COSTA**, Giant Eagle, Erie, PA. A cake decorating veteran, Dawnette has over 30 years of experience. She has been with Giant Eagle for the past 11½ years and likes every aspect of her job. She loves to learn new techniques and is currently helping to develop a dessert program for her company. But, most of all, she enjoys the delight of the customers when they pick up their order.

**REBECCA LOUGHEED**, Food City, Greeneville, TN. Rebecca has been able to turn her hobby into a career she loves! She started decorating cakes in

## Warm Tortilla Merchandiser

CSCAMEX a developer of innovative temperature controlled merchandisers for the retail industry, has announced the introduction of the T-01 Warm Tortilla Merchandiser.

"Over the past three years of listening to our clients in Mexico and the United States, they had expressed a need for a visual merchandiser that effectively displayed warm fresh tortillas. Our clients required that it be well lighted, temperature controlled, the ability to retain the moisture in the tortillas and be energy efficient," said Max Calva Director of Operations in Latin America.

CSCAMEX worked with Mission Foods and thoroughly tested the merchandiser in Mission Food's labs with its New Tradicionales brand of fresh tortillas. The testing duration was one month. During the test the T-01 merchandiser repeatedly merchandised the tortillas as desired; warm, moist and fresh.

Several large supermarket chains both in the United States and Mexico already have placed orders for the T-01 tortilla merchandiser. "We look forward to helping these supermarket chains increase their tortilla sales while reducing their shrinkage" said Chip Aschinger, President and CEO.





# New Monterrey Supermarket Opens in Lake Worth

A TODAY'S GROCER  
Exclusive Report

Prominent South Florida independent store operator Rafael Diaz has added a new store to the rapidly growing Monterrey Supermarket banner. The fourth supermarket owned and operated by Diaz and family members celebrated its formal grand opening Friday, April 5. The 25,000 sq.ft. store is located at 2505 North Dixie Highway in Lake Worth, Florida.

Monterrey Supermarket, "El Rey de los Precios Bajos", has become a strong force in the south Palm Beach County-north Broward County area.

Primary supplier for the store is Pompano Beach-based Associated Grocers of Florida, Inc. The store is a member of IGA® and also National Supermarket Association (NSA).

The new store features an extensive selection of international foods selected to appeal to a clientele which includes many Hispanic and Caribbean shoppers. The store features expansive perishable departments, including, produce, seafood and service/self service meat department (Carniceria Centroamericana). There are large dairy and frozen food departments and a significant amount of floor space has been devoted to bulk foods and large sized items. The in-store bakery produces a large variety of breads, pound cakes, sweet goods, empanadas and freshly made sandwiches. Shoppers and area residents will appreciate the convenience of an in-store cafeteria serving breakfast, lunch, hot prepared foods, milk shakes, etc.



■ Prominent South Florida independent store operator Rafael Diaz has added a new store to the rapidly-growing Monterrey Supermarket banner. The fourth supermarket owned and operated by Diaz and family members celebrated its formal grand opening April 5. The 25,000 sq.ft. store is located at 2505 North Dixie Highway in Lake Worth, Florida.

For rapid customer service shoppers will appreciate six checkouts at the front end area and a total of nine POS terminals throughout the store (one in Bakery, one in Cafeteria and one in Customer Service counter). This modern technology provided by Doral-based Tecnica will keep the independent supermarket competitive with the large supermarket chains. In addition to providing the main server and com-

puters, Tecnica also provided Deli and Meat scales and training for the Monterrey staff.

The store anchors a shopping center whose other tenants include: Garcia Pharmacy, Johnson Medical Services, Cellular & More, Don Juan Pizzeria Cubana, Clothing World, Dollar General, Latino's Hair Salon, and number of others.

Monterrey Supermarket is open daily from 7:00AM to 9:00PM.



■ MONTERREY SUPERMARKET Store Manager Fabio Losada (right) pictured with Tecnica Business Systems Project Manager Carlos Sanchez (left).



■ MONTERREY SUPERMARKET Store Manager Fabio Losada (third, left) accepts grand opening congratulations from Associated Grocers of Florida President Christopher Miller (second, left) and key AG team members Manny Chacón, Ramon Valle, Amaury Portela, Chris Lavoy, and Mitch Terry.



■ GRAND OPENING SMILES – AG Retail Counselor Raul Morales; Monterrey Grocery Buyer Julio Perez; Associated Grocer's President Christopher Miller; AG Retail Counselor-Store Brands David Lubar and Monterrey Store Manager Fabio Losada



■ MONTERREY SUPERMARKETS Seafood District Manager, Alexander Gomez



■ MONTERREY SUPERMARKET is a proud IGA member and participates in the IGA "Have It All" Program. This new spending, compare and save program is being promoted with attractive bilingual POS materials, such as these.



■ Sherwood Food Distributors representatives Alfredo Bautista and Marlon Espinoza.



## Ahold USA Retail Divisions Awarded LEED Certifications

Ahold USA retail divisions recently achieved another milestone in their commitment to building greener stores. Six newly constructed stores have received Leadership in Energy and Environmental Design (LEED) certification from the U.S. Green Building Council (USGBC), the national accepted benchmark for the design, construction, and operation of high performance green buildings. This marks the largest fleet of LEED-certified stores among grocery retailers within the United States.

The six LEED-certified stores include Cranston, RI and Roslindale, MA (Stop & Shop New England division), Arverne, NY and Oceanside, NY (Stop & Shop New York Metro division), Burtonsville, MD (Giant Landover division), and Trexler town, PA (Giant Carlisle division). These stores feature white roofs to reflect sunlight and reduce heat gain in the stores, skylights to harvest daylight and reduce electricity consumption during peak daylight hours, and LED lighting throughout the store. Smaller cooling systems are improving the efficiency of refrigerated display cases and open deck refrigerated cases have been replaced with closed door ones.

"We congratulate and commend Ahold for their leadership as a LEED Volume partner. With each new LEED-certified building, we get one step closer to USGBC's vision of a sustainable built environment within a generation," said Rick Fedrizzi, president, CEO & founding chair, U.S. Green Building Council. "With these certifications, Ahold USA has demonstrated its commitment to the green building movement and working toward a better future for everyone in the neighborhoods and communities in which these stores will be a part of daily life."

"By utilizing these innovative green building technologies, we are building all new stores across our retail divisions according to the LEED standards to reduce our environmental impact in the communities we serve for future generations," said Jihad Rizkallah, vice president, Responsible Retailing at Ahold USA.

Ahold USA retail divisions continue to make existing stores more energy efficient with at least one LEED certified store in each of its Stop & Shop, Giant Carlisle and Giant Landover divisions. To date, Ahold USA has a total of 56 stores that have achieved LEED certification for existing buildings.

## Flowers Foods Secures \$300 Million Term Loan

Flowers Foods, Inc. has entered into a senior unsecured delayed-drawn term loan facility with a commitment of up to \$300 million to help finance the pending acquisition of certain brands and assets of Hostess Brands, Inc., and pay certain acquisition-related costs and expenses. Deutsche Bank AG New York Branch and Bank of America, N.A., served as agents for the syndicate of lenders that participated in the financing.

Flowers Foods also announced it has amended its existing \$500 million senior unsecured revolving loan facility and existing unsecured term loan. The amendments provide for less restrictive leverage ratios and certain more favorable covenant terms, update the base forms of the existing agreements to address changes in law, and include applicable conforming changes in light of the new term loan.

"We are pleased to have financing in place for the pending acquisition of the Hostess bread assets. The regulatory review of the proposed acquisition is underway and we look forward to completing the Hostess transaction once that review is completed. The new term loan balances near-term and longer-term debt, and will allow us to deliver in keeping with our long-term financial objectives," said R. Steve Kinsey, executive vice president and chief financial officer.



■ NORTHGATE GONZALEZ MARKET and Unilever have partnered to launch an innovative shopper marketing promotion that will reward consumers who purchase Unilever products with an exclusive performance by multi-platinum Latin artist, Reyli.

## Northgate Gonzalez Market and Unilever Promo to Reward Consumers

Hispanic grocery chain, Northgate Gonzalez Market, and consumer goods industry leader, Unilever, have partnered to launch an innovative shopper marketing promotion that will reward consumers who purchase Unilever products with an exclusive performance by multi-platinum Latin artist, Reyli.

During a five-week period from April 2 through May 5, consumers who spend \$100 on participating Unilever brands will earn two tickets to see Reyli at a concert at the Honda Center in Anaheim on May 17. Tickets to this exclusive event cannot be purchased in any other fashion and can only be earned by shopping during this promotion. A free mobile app, Northgate Market, is also available—for iPhone and Android phones—to help shoppers keep track of their purchase totals. The app also features additional tools including a store locator and recipe videos.

More than 350 personal care and food products from Unilever

brands including Axe, Dove, Degree, TRESeme, Ponds, Caress, Country Crock, Wishbone, Suave, Best Foods, Lipton, Knorr, Ragu, Breyers, and Popsicle can be purchased as part of the program. Consumers can learn about the full range of Unilever products participating in the program through in-store signage, island displays, and in-store announcements.

"Unilever continues to drive new and innovative promotions at retail and this disruptive platform is no exception," said Lou Paik, Shopper Marketing Manager for the West Division, Unilever. "When you are able to provide your customers with an opportunity that is truly unique, deliver an experience to your shoppers that they highly value, and affect social change in your local communities... you know you have a winning program."

The promotion also backs Northgate's commitment of giving back to the Hispanic commu-

nity. Northgate is committed to supporting local neighborhoods and provides high quality fresh foods and a wide assortment of grocery staples to local families. As a part of this promotion, attendees of the Reyli concert will have the opportunity to support two charitable organizations—Olive Crest, supporting at risk children and families and Red Eye, which addresses the needs of the underserved with food and clothing drives and special empowerment events.

Leading the marketing effort for Northgate is Mike Hendry, Vice President of Marketing. "We are excited to partner with Unilever in this one-of-a-kind promotion that rewards our most loyal customers with an exclusive opportunity to see Reyli in concert. We believe the Northgate app will allow us to connect with our customers on a more personal level while also rewarding them by connecting food and music in a fun and different way."



### Fits for the Occasion

Fits for the Occasion Tiles are a new line of stylish, erasable ceramic accent labels with interchangeable, magnetically attached motif designs, perfect as dinner table place cards for guests, as descriptive accessories for each dish being served and for many other entertaining uses. Each Fits for the Occasion ceramic label tile can be customized for the setting and occasion by simply detaching one motif and attaching a new one. Comes in 16 different motifs to fit any party or gathering theme. The Fits for the Occasion Tiles come in 2 sizes, 6" x 8" MessageTile size and 2.25" x 3.75" PlaceTile size. \$14.95 - \$38.95, depending on size and style. PlaceTile.com

## Sitram Pressure Cooker with Timer Relieves the Pressure of Preparing Perfectly Cooked Meals

French line of pressure cookers is safer and easier to use than ever before

Sitram, French makers of renowned stainless steel cookware has teamed up with U.S. distributor, Frieling, to bring their newest model of pressure cookers to the U.S. market. The Sitram Pressure Cooker with Timer is not only 100 percent safe, but is also designed for superior convenience and ease of use for all at-home chefs.

Pressure cookers of the past have been a daunting piece of cookware for amateur chefs, so Sitram has created a cooker that is super user-friendly, safe and easy to clean. Consumers will no longer need to fear the pressure cooker and instead, can utilize the cookware in their daily meal preparations.

Unlike most pressure cookers, the Sitram Pressure Cooker with Timer is designed with a smooth rim that allows consumers to place the lid on the pot in any direction. The lid will securely snap close with its two

large brackets at any point without the worry of a perfect alignment. Equally as easy a maneuver is opening and closing the Sitram Pressure Cooker with Timer. Two fingers rotating the mid-section of the handle a quarter turn are all it takes to open and close the cooker. Rest assured, though, Sitram has integrated five safety devices, so the pressure cooker can never open when the internal pressure is greater than that of the atmosphere. What is more, the Sitram Pressure Cooker with Timer has a removable timer, so at-home chefs are no

longer glued to the kitchen. They can continue prepping the rest of the meal or take a break and enjoy time with the family, all while keeping an eye on their pressure-cooked food.

For easy cleanup, the Sitram Pressure Cooker with Timer is also dishwasher safe (with the exception of the timer). With a 3-ply stainless steel bot-



■ THE SITRAM PRESSURE COOKER with Timer is available in three sizes: 6.5 qt. (MSRP \$224), 8.5 qt. (MSRP \$263) and 10.5 qt. (MSRP \$280).

tom (steel - aluminum - steel) and 15-year warranty, the Sitram Pressure Cooker with Timer is sure to make a long-lasting and durable addition to any kitchen, even those with induction stoves!



# 22 Dairy & Deli



## Land O'Frost's New Minis Positioned to Make a Big Splash

Land O'Frost has announced the launch of a brand new product – Minis.

A product expansion of the company's most popular product line, Land O'Frost Premium, Minis, at two-inches in diameter, come 72 pieces to a package and in four tasty flavors including Honey Ham, Hickory Smoked Ham, Hickory Smoked Turkey Breast and Honey Smoked Turkey Breast.

The newest product in Land O'Frost's product line-up is an innovation based upon the company's research that showed a shift in consumers' eating habits, foregoing sit down meals for more snacking. Specifically, a snapshot of Americans' current eating occasions and behaviors reveals that 52 percent of all eating occasions among consumers were snacking occasions, up from 49 percent in 2010.

"We constantly monitor the latest trends in consumer lifestyle categories to ensure the products we create truly deliver on our customers' needs and wants," said Keith Hill, director of brand management at Land O'Frost. "Our hope is that this product will help make our customers' lives easier and more convenient."

A versatile product, there are several usage applications for the new Minis including snacking with crackers, serving on a party tray and eating straight out of the pack. Minis are gluten free, contain no MSG, 0g Trans Fats and are 100 calories or less per serving.



## Reser's Introduces Two New Salsas

To Popular Baja Café Brand

Reser's has introduced two new flavors to its mouth-watering line of popular salsas. Baja Cafe Peach Mango Salsa and Baja Cafe Fire Roasted Salsa are available in retailers nationwide. "Salsa is one of the best-selling items in the Mexican food segment. These salsas offer incredible versatility and make a great topper for grilled chicken, fish and even baked potatoes," states Lacey Werner, associate category manager.

**BAJA CAFE PEACH MANGO SALSA:** Ripe peaches are mixed with chunks of sweet mangoes to create this fresh and fruity mild salsa. "Fruit-based salsas are 'on-trend' so this was a natural addition to our line," states Werner. According to Mintel Data, mangoes are now among the top five salsa ingredients.

**BAJA CAFE FIRE ROASTED SALSA:** A mix of juicy fire roasted tomatoes, minced garlic and jalapeno chilies gives this salsa a smoky flavor, with just a kick of heat. This medium salsa offers a great depth of flavor. Werner states, "Many consumers are getting more adventurous when it comes to spice levels. This salsa offers a nice kick, while still delivering a rich flavor."

Baja Café Salsas will be sold in retail deli departments across the country. The salsas are available in 12 ounce containers with a suggested retail price of \$2.99. The new salsas are part of a Baja Cafe line update which includes new packaging that makes it easy for consumers to quickly find each salsa's "heat level."

Baja Cafe is a delicious and convenient line of Mexican foods inspired by the sun drenched Baja region of Mexico. Baja Café Salsas make it festive and fun to bring together family and friends.



## New Kefir Confections for Kids and Grownups

Five new super-KEFIR-fragilistic treats from Lifeway Foods, Inc. are on their way to your store. All containing the probiotic power of Lifeway Kefir, the lineup ranges from freeze-dried Lifeway ProBugs Bites for infants and other new ProBugs varieties for older children to frozen kefir bars and a brand new Lowfat Honey Fig Kefir flavor invented by Lifeway customers.

Offering 99% lactose-free, naturally gluten-free, guilt-free goodness in every sip or bite, the latest Lifeway probiotic 'personalities' are:

**LIFEWAY PROBUGS BITES,** tiny freeze-dried kefir melts that quickly dissolve in baby's mouth for safe and easy self-feeding. Each shelf stable, non-perishable pouch comes in Orange Creamy Crawler, Goo-Berry Pie, and Strawnana Split flavors.

**LIFEWAY PROBUGS ORGANIC GREEN KEFIR,** a yogurt-like smoothie blended with kale, broccoli, spinach, cabbage and apple to deliver the antioxidant equivalent of a full serving of vegetables. Like Lifeway's other ProBugs smoothies for kids, the new Green goodie is packaged in a fun 4 oz. pouch with a no-spill spout for easy on-the-go snacking, is low in sugar, and brimming with protein and calcium.

**LIFEWAY PROBUGS BLAST,** a new ProBugs lowfat smoothie variation with cosmically creative flavors as well as packaging designed specifically for tweens. Packing the same probiotic punch as other ProBugs products, the new line extension includes Cherry Lime Supernova, Grape Galaxy, Strawberry Kiwi Comet, and Peach Mango Moon flavors delivered in 3.5 oz. easy-grip containers – because when you're 8 or 10, a sippy pouch just won't do.

**LIFEWAY LOWFAT HONEY FIG KEFIR,** the 14th flavor in the Lifeway lowfat kefir collection. The new Mediterranean-inspired cultured milk smoothie was created during Chicago Ideas Week (CIW) last October, where participants at Lifeway's CIW event were invited to mix and match 45 different flavor ingredients in the Lifeway innovation lab and the Honey Fig blend emerged as the group favorite. Available in 32 oz. bottles.

**LIFEWAY FROZEN KEFIR BARS,** low-fat indulgences set to take their place in grocery freezers next to the seven-flavor Lifeway Frozen Kefir family. Featuring the same probiotic, 99% lactose-free and naturally gluten-free properties as the rest of the Lifeway lineup, the new bars are available in pear, coconut, vanilla and green tea raspberry flavors – all without high-fructose corn syrup and with the trademark tart n' tangy taste that has put Lifeway on the map.

"These new products reinforce the message we've been sending for years: healthy snacks don't have to be boring," said Julie Smolyansky, President and CEO of Lifeway Foods. "The success of products like our ProBugs and frozen kefir lines proves that millions of consumers are hungry for better pick-me-up options than ice cream and candy bars, and we continue to expand our product portfolio to meet that demand."

## Mini Babybel Cheese Debuts Mozzarella Variety

Mini Babybel has announced the launch of new mozzarella-style Mini Babybel cheese. The new variety joins the portfolio of natural, individually portioned snacking cheeses that includes Mini Babybel Original, Light, Sharp Original, White Cheddar, Gouda, Cheddar and Bonbel. With Mini Babybel, cheese lovers

of all ages can enjoy the irresistible taste of a rich and creamy treat with the nutrition of a wholesome, everyday snack.

"Our team is thrilled to introduce the newest flavor of Mini Babybel. Mild, creamy, and absolutely delicious, new mozzarella is the perfect snack or lunch addition for the whole family," said Dan Waters, Marketing Director at Bel Brands USA, parent company to Mini Babybel. "We know that mozzarella is a favorite flavor among snack cheese lovers, so we've packaged all of its greatest elements into the tasty, portion-controlled form of Mini Babybel. With the introduction of this new variety we now have yet another satisfying snack option everyone can feel good about enjoying."

Good sources of calcium and protein with 80 calories or less, Mini Babybel cheeses have been bringing smiles to the faces of families for 34 years with delicious, creamy flavors and unique red wax that seals in flavor and nutrition at its peak. The new Mini Babybel Mozzarella has 50 calories, 6 grams of protein, and 20 percent daily calcium in each tasty portion. With limitless pairing options, these individually portioned cheeses create a one-of-a-kind snacking experience every time a piece is unwrapped.

New Mini Babybel Mozzarella is available in 10-count nets.



## Chobani Introduces New Product Innovations



**CHOBANI BITE** - Meet Chobani Bite, an indulgent yet guilt free snack to sink your teeth into. Each Chobani Bite contains 8 grams of protein to help keep afternoon hunger pangs at bay and turn snacking into a mindful indulgence. These convenient, 3.5oz cups of blended Greek non-fat and low-fat yogurt come in four crave-worthy flavors: Fig with Orange Zest, Caramel with Pineapple, Coffee with Dark Chocolate Chips and Raspberry with Dark Chocolate Chips. Retail for \$2.99/4-pack.

**CHOBANI CHAMPIONS TUBES** - No spoon required! Chobani Champions Tubes were made to give kids authentic strained Greek low-fat yogurt to enjoy on-the-go. Finally parents won't have to compromise nutrition for taste, as each tube is made with real fruit and only natural ingredients. Each tube provides little champs with a good source of Vitamin D and protein, so they're

ready to rock wherever they go. Chobani Champions Tubes are available in four kid-friendly flavors: Jammin' Strawberry, Chillin' Cherry, Rockin' Blueberry and Swirlin' Strawberry Banana. Retail for \$2.79/8-pk.

**CHOBANI PEAR AND CHOBANI BANANA** - Chobani fans inspired the newest additions to 6oz Chobani flavors. After receiving countless requests, Pear and Banana will join the Chobani 6oz family. Each reflects Chobani's longstanding tradition for using only the best, real, fruity goodness paired with authentic strained Greek low-fat and non-fat yogurt. Flavors include: Pear — creamy, non-fat yogurt flavored with subtly sweet chunks of real pear, and Banana — low-fat yogurt featuring real pieces of ripe banana. Retail for \$1.29/cup.

**CHOBANI FLIP** - Mix things up a bit. Put some fun in your day with new Chobani Flip, available in the Northeast. Just flip the lid and add bold,

delicious mix-ins to authentic strained Greek yogurt. These easy-to-grab, 5.3oz cups are available in six perfect flavor pairings: Vanilla Golden Crunch — Vanilla non-fat yogurt with cornflakes, honey oats and pecans, Key Lime Crumble — Key Lime low-fat yogurt with graham crumble and white chocolate, Strawberry Sunrise — Strawberry non-fat yogurt with honey oats, Honey Beenana — Honey low-fat yogurt with banana, Almond Coco Loco — Coconut low-fat yogurt with dark chocolate and sliced toasted almonds, and Raspberry Choco Fix — Vanilla Chocolate Chip low-fat yogurt with raspberries. Retail for \$1.39. Available in the Northeast U.S.







■ Topping both exhibitor and attendee records, Natural Products Expo West drew more than 63,000 industry members and 2,428 exhibiting companies at the Anaheim Convention Center, March 7-10, in Anaheim, CA.

## Natural Products Expo West Wraps Up With Record Attendance

Natural Products Expo West, produced by New Hope Natural Media, a division of Penton, announced the successful wrap-up of its 33rd annual event. The Expo showcased a record number of new natural and organic product launches, and provided the definitive community platform for brands, retailers and influencers in the natural, organic and healthy living sector.

Topping both exhibitor and attendee records, Natural Products Expo West drew more than 63,000 industry members and 2,428 exhibiting companies at the Anaheim Convention Center, March 7-10, in Anaheim, CA. Engredea and Nutracon, the ingredient and supply chain's most comprehensive trade show and conference were co-located with Natural Products Expo West.

"You truly had to be present at this year's event to experience the energy felt on the show floor and throughout Anaheim," said Adam Andersen, show director for Natural Products Expo West. "The Grand Plaza at the convention center became the natural products community's living room for four days, and is where we celebrated the industry's continued success."

Whole Foods Market announced at the event its commitment to full genetically-modified organism (GMO) transparency by 2018. "This compelling news is an important next step for the industry, possible legislation and ultimately consumers," said Fred Linder, president of New Hope Natural Media.

Supporting this product labeling rally, the National Cooperative Grocers Association also made connections with a majority of its suppliers at Expo West asking that they follow the guidelines set forth by Just Label It.

The fact that so many of the brands advocating for this call-to-action exhibit at the show and are in retail stores such as Whole Foods, as well as the co-ops that serve communities nationwide, demonstrates Expo West's critical mass to push this campaign forward, Linder said.

The NEXT pavilion, part of New Hope Natural Media's new NEXT Natural Products Industry Accelerator program to support emerging natural brands, featured innovative new products, and added to the event's buzz. "The NEXT Accelerator provides the information, tools, community and connections needed to cultivate the next generation of natural products entrepreneurs," Andersen added.

Natural Products Expo West provided a unique view into the forces and product trends fueling the growth of the global natural products industry in every category, including food, beverage, supplements, beauty, household and pet

products.

Three key macro forces identified at this year's event were:

- **Wholegrain Revolution:** Consumers increasingly want real food over hyper-processed, nutrient-devoid fare. A few favorite



■ ON THE SHOW FLOOR - Natural Products Expo West provided a unique view into the forces and product trends fueling the growth of the global natural products industry in every category, including food, beverage, supplements, beauty, household and pet products.

brands at the center of this movement include Lyfe Kitchen, MegaFood, Made in Nature and Brad's Raw.

- **Transparency:** In response to growing consumer demand, forward-thinking brands are building next-generation transparency into their supply chains, manufacturing processes and packaging, as well as business and marketing practices. Leaders in this movement include One Degree Organic Foods, Vega, Dolphin Organics and newcomer Veggie-Go's.

- **The Value(s) Brand:** Many of today's best natural and organic companies are aligning their brands with philanthropic missions that benefit the consumer, the industry and the broader so-

ciety. Examples include Organic Valley and Bhakti Chai.

Trends still prominent at Natural Products Expo West, with significantly more product options launching into the market, include gluten- and allergen-free products, sprouted foods, healthy snacks, non-dairy alternatives, vegan and paleo offerings, and healthier, cleaner kids' products.

The official Natural Products Expo West "Best of West: Press Award" went to Justin's Nut Butter, dark chocolate organic peanut butter cups; Aculief, wearable acupressure and Zing Anything, citrus water bottle.

Natural Products Expo East 2013 will return to the Baltimore Convention Center, September 25-28, in Baltimore, MD.



Bill O'Reilly  
*The No-Spin Zone*



Jim Gaffigan  
*Ready, Set, Eat!*



Carmine Gallo  
*Lessons from The Apple Store*



Marcus Buckingham  
*Two Strengths Into Competitive Advantage*



Harold Lloyd  
*Grand Slam Deli Bakery Ideas*



Brett Favre  
*The Gamechanger*



Adam Brown  
*TV Food Shows and Their Impact*



Erik Qualman  
*Socialnomics*



Lowell Catlett  
*Food: Seeing 20-20 in 2020*



Jack Li  
*Growth Opportunities in Fresh Food*

### IDDBA'S DAIRY - DELI - BAKE

# 20 13

CHAMPIONS. . . . WE ARE THE CHAMPIONS. . . . WE ARE

<b>HOME TEAM</b> 00	<b>JUNE</b> 2-4	<b>STORE TEAM</b> 00
<ul style="list-style-type: none"> <li>• COMFORT FOOD</li> <li>• ENTERTAINING</li> <li>• GREAT TASTE</li> <li>• GRAB &amp; GO</li> <li>• CONVENIENT</li> <li>• VALUE</li> </ul>	<p style="font-weight: bold; margin-top: 5px;">ORLANDO, FL.</p>	<ul style="list-style-type: none"> <li>• DELI</li> <li>• BAKERY</li> <li>• CHEESE</li> <li>• MEALS</li> <li>• SERVICE</li> <li>• IDEAS</li> </ul>

INTERNATIONAL DAIRY - DELI - BAKERY ASSOCIATION

**Join The Big Leagues** Get off the bench and into the game by practicing with other Foodie All-Stars in the world of dairy, deli, bakery, and foodservice. Tryouts are open for buyers, merchandisers, marketers, brokers, and distributors looking to join the best team in the business for new products, new knowledge, and new actionable ideas.

**An All-Star Line-Up** Your ticket gets you the best seat in the house to learn from other top performers. You can attend all three days of educational sessions to gain new perspectives and knowledge from the best players inside and outside the industry. Headliners will speak on trends, marketing, consumer behavior, growth opportunities, leadership, lifestyle trends, and customer loyalty.



**Play Like A Champion** Become the MVP by learning a new playbook, exchanging winning tips and ideas, and networking with over 8,700 of your new teammates. New trends and products can be found on the 1,600-booth Expo Floor, in the Show & Sell Merchandising Center, or at the other industry Special Events including the WMMB Party.

**IDDBA's Show & Sell Center** It's the totally new 10,000 square-foot merchandising idea center where you'll experience the creativity and imagination of retail merchandisers in a real store setting. See, taste, and experience new ideas in layout, displays, case sets, signage, and themed-selling. A value-added bonus is your very own Idea & Photo CD for putting great ideas into action.

Register Now • Educational Seminars • Show Planner • Hotels • Exhibits • Show & Sell Center  
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P.O. Box 5528 • Madison, WI 53705 • call 608.310.5000 • fax 608.238.6330 • visit [www.iddba.org](http://www.iddba.org)



# 24 Frozen Food

## Simplot Launches Never Fried French Fry

Innovative Process Offers Freshly-Cut Real Potato Taste, Half the Fat of Regular Fries

All-American food staples such as hamburgers, shakes and french fries have been tempting consumer palates for generations. In fact, the average American eats roughly 29 pounds of french fries per year, according to the U.S. Department of Agriculture. J.R.

Simplot Company - the company recognized for creating the frozen french fry market more than 50 years ago for the foodservice industry - has once again redefined the french fry experience with the launch of CravOn, its first "never fried" frozen french fry geared to the retail market.

Simplot developed a revolutionary process that eliminates the industry standard of flash-frying prior to freezing and packaging. The fries are partially-cooked in a blanching process, and then tossed with olive oil and sea salt before being frozen. The result is a better-for-you french fry made with five natural ingredients, 50 percent less fat than regular fries, and a delicious, crispy texture that preserves the real potato



taste consumers crave.

CravOn features two popular varieties: Ripple Cut Fries and Steak Cut Fries; and two unique varieties: Diamond Cut and Anytime Diced Fries. The suggested retail price is \$4.59 for a 2 lb. bag, though prices may vary by location.

"We have redefined how potatoes are delivered to the kitchen table," said Gary Laney, director of sales and marketing for CravOn. "CravOn fries capture the innovative spirit on which Simplot was founded. We believe that the fresh, natural potato taste and reduced fat of each CravOn product will be well received by generations of potato con-

sumers who yearn for a more natural, tastier experience."

It has been roughly six years since the last mainstream product introduction for the frozen retail potato market. Simplot's CravOn fries may be the answer to filling this gap.

"CravOn represents Simplot's return to a retail potato brand for the first time since the mid-1990s," said Laney. "Potatoes are nutritionally beneficial, especially in their natural state and CravOn further enhances that goodness with the same great taste and half the fat of regular fries available in supermarkets today."

## Dole Shakes Up the Frozen Food Aisle

With New Dole Peach Mango Fruit Smoothie Shakers



Dole has introduced the newest flavor addition to its line of Dole Fruit Smoothie Shakers...Peach Mango. Made with real, low-fat yogurt and actual pieces of finely cut peach and mango, this new variety will transport you and your taste buds straight to the tropics.

Beyond being a tasty addition to the Dole Fruit Smoothie Shakers line, the Peach Mango Smoothie delivers 100% of your daily value of vitamins B3, B5, B6, B9, & B12. What's better than that?

Through Dole's unique product development, you can enjoy this satisfying smoothie by simply removing from the freezer, adding your favorite juice, and shake-shake-shaking it for 30-45 seconds to create an instant peach mango and yogurt smoothie. Say "bye, bye blender," for good.

"We are excited to introduce new Dole Peach Mango Fruit Smoothie Shakers, as we have infused two of our signature fruits into one easy and convenient smoothie," said Vanessa Beltran,

Senior Business Manager at Dole Packaged Foods, LLC. "The new variety can be prepared in less than one minute and will allow you to experience a yummy, on-the-go snack at 190 calories or less. It's time to shake your way skinny!"

Dole Fruit Smoothie Shakers are available in the frozen aisle at major food and mass retail outlets nationwide at a suggested retail price of \$2.19.

## Seattle's Best Hitting the Freezer Aisle

With Category's First Frozen Blended Coffee Drink

Seattle's Best Coffee, part of Starbucks Corporation, and leading specialty food manufacturer, Inventure Foods, Inc. have teamed up to launch Seattle's Best Coffee Frozen Coffee Blends, the coffee category's first blend-at-home frozen coffee beverage. With the launch of Seattle's Best Coffee Frozen Coffee Blends, coffee enthusiasts can enjoy their favorite Seattle's Best Coffee frozen drinks from the comfort of their own kitchen.

This new product launch represents a move to bring frozen coffee into the home as a response to the growing popularity of at-home blending and the rise of blended coffee drinks. The Seattle's Best Coffee Frozen Coffee Blends will appeal to a booming number of blended coffee drinkers in the U.S., sales of which have surged to \$4.3 billion in 2012.

"This exclusive agreement with Seattle's Best Coffee further underscores our position as a leading innovator in the specialty food and frozen beverage segments," said Terry McDaniel, chief executive officer of Inventure Foods, Inc. "We are pleased to collab-



orate with a premier brand like Seattle's Best Coffee to introduce a premium frozen beverage product, which we believe provides our retail partners with timely, on-trend beverage items in their frozen aisles."

Seattle's Best Coffee leveraged more than 40 years of coffee experience to help develop the new packaged coffee drinks. The new line of Seattle's Best Coffee Frozen Coffee Blends is made with high-quality 100 percent arabica coffee beans, and will be available in four unique flavors: Coffee Chiller, Creamy Caramel, Very Vanilla, and Mega Mocha.

The at-home blended coffee drink puts equal emphasis on taste and

convenience: consumers simply empty the contents of the frozen bag into a blender, add eight ounces of fat-free milk and press blend to make two, eight-ounce beverages in less than a minute. In addition, the Seattle's Best Coffee Frozen Coffee Blends feature zero trans fats, just nine grams of sugar, and only 130 calories per serving when prepared as directed, providing a smart, customizable and convenient beverage to make at home.

With a suggested retail price ranging from \$2.99-\$3.49, each Seattle's Best Coffee Frozen Coffee Blend will be sold in an eight-ounce, stand-up vertical packaging found in the freezer section.

## Haagen-Dazs Brings a Taste of Italy Home

With New Haagen-Dazs Gelato

Meet ice cream's Italian cousin, gelato. The Haagen-Dazs brand is introducing its newest thoughtfully-crafted offering, Haagen-Dazs Gelato, a smooth indulgence that is surprisingly light on your palate, yet bursting with robust flavors. Haagen-Dazs Gelato debuts with seven Italian-inspired flavors that will transport you to Italy with every spoonful.



Haagen-Dazs Gelato uses only the finest, most essential ingredients to achieve an exceptional balance of flavors. Madagascar vanilla, Brazilian coffee, San Francisco sea salt, Oregon cherries and South African lemons are just some of the ingredients used to create the rich and creamy dessert.

Haagen-Dazs Gelato will be available nationwide and will feature the following flavors:

**Stracciatella Gelato** - Inspired by the Italian classic, Haagen-Dazs Stracciatella gently folds rich chocolate shavings into smooth, sweet cream gelato.

**Sea Salt Caramel Gelato** - Rich in flavor, Haagen-Dazs Sea Salt Caramel blends ribbons of sea salt caramel into creamy caramel gelato.

**Dark Chocolate Chip Gelato** - Decadent and creamy, Haagen-Dazs Dark Chocolate Chip is a perfect blend of bitter-sweet chocolate chips in dark chocolate gelato.

**Vanilla Bean Gelato** - Elegant in flavor, Haagen-Dazs Vanilla Bean is a blend of rich and creamy vanilla gelato with flecks of vanilla beans.

**Cappuccino Gelato** - Bold and complex, Haagen-Dazs Cappuccino is a beautiful blend of cappuccino and sweet cream gelato.

**Limoncello Gelato** - Sweet and zesty, Haagen-Dazs Limoncello is a blend of creamy lemon gelato with vodka.

**Black Cherry Amaretto Gelato** - Delightfully creamy, Haagen-Dazs Black Cherry Amaretto is a blend of delicious black cherries with amaretto, an Italian liqueur.

Each flavor will be available in 14 oz. cartons for a suggested retail price of \$4.79. Sea Salt Caramel Gelato and Vanilla Bean Gelato will also be available in 3.6 oz. cups for a suggested retail price of \$1.49.

### ■ Lemon Ice Cream



## New Flavor from Blue Bell Sure to Please

The best way to describe the newest ice cream flavor from Blue Bell is to simply say the name, Lemon Bliss. You can repeat it if you like, but that might induce a very strong craving for this new creation from "the Little Creamery in Brenham." Lemon Bliss is a flavorful Lemon Ice Cream combined with tasty vanilla crème-filled cookies.

"This is not your average lemon ice cream," said Carl Breed, director of marketing for Blue Bell. "Lemon Bliss is a combination of tart lemon ice cream with just the right amount of sweetness, complemented perfectly with the vanilla crème-filled cookies. Combining cookies with lemon ice cream may not seem like a natural blend, but once our panel tasted this combination we knew we had to produce the flavor in a half gallon for our fans to enjoy."

The idea for Lemon Bliss Ice Cream actually came from a friend of a Blue Bell employee. The company's shipping manager in Memphis, TN, Louis Castillo, heard about this combination from his friend Lee, who enjoys his lemon ice cream by adding cookies. "He was so passionate about how good it was," said Norris Seay, Blue Bell sales manager in Memphis. "We had him make a sample, which we thought was great, and the rest is history in the making."



## Supervalu Announces Top Level Moves

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ROB WOSETH



STEVE FOX

and retail pharmacy teams. He spent the past 20 years in leadership positions with Kroger, most recently serving as vice president, meat and seafood merchandising and procurement.

Rob Woseth has been named executive vice president, chief strategy officer. In addition to overseeing real estate and corporate development, Woseth will focus on identifying strategic growth opportunities that support independent grocers, as well as working with banner leadership to build and maximize the company's traditional and discount retail businesses. He spent the past 10 years in business development, strategy and leadership positions with Albertsons Inc. and Albertsons LLC.

Steve Fox has joined Supervalu in the role of senior vice president, food merchandising, reporting to Van Buskirk. He comes to Supervalu after spending 41 years in retail leadership positions with Fred Meyer, a division of Kroger. During his tenure with Fred Meyer, Fox spent 10 years as vice president of produce merchandising/procurement and 11 years as vice president of grocery merchandising/procurement.

### Casteel to Head Save-A-Lot

Duncan also announced a leadership change at the company's hard discount retail chain, appointing Ritchie Casteel as president and CEO of Save-A-Lot. Ritchie has more than 40 years of experience in retail, including over 30 years in a variety of leadership positions with the original Albertsons Inc., where he finished his tenure as vice president of operations for Albertsons Intermountain West Division.

Casteel also served as director of sales and operations for Grocery Outlet from 2005-2009 where he worked closely with independent owner operators to improve sales, margin, shrink, marketing, expense controls and financial balance. Casteel replaces Santiago Rocas who will remain with the company over the next several weeks to assist Casteel in ensuring a smooth and efficient transition.

### Banner Presidents Announced

Supervalu will retain five strong regional retail banners: CUB Foods based in Minnesota; Hornbacher's in North Dakota; Farm Fresh in Virginia; Shop 'N Save in St. Louis; and Shoppers in Baltimore/Washington DC. Together these banners operate 191 traditional retail grocery stores and represent slightly more than 25 percent of the company's anticipated revenues after the banner sale is complete. The five banner presidents will report directly to Duncan and serve on his leadership team.

These appointments include: Eric Hymas has been named president of Shop 'N Save, replacing Marlene Gebhard. Hymas most recently served as senior vice president of merchandising for Supervalu, which included responsibility for all categories across center store, as well as beverages, fuel and convenience, and fresh departments. Hymas has more than 30 years of experience in grocery retail having started his career in an Albertsons store in Idaho Falls, ID. Bill Parker has been named president, Farm Fresh, after serving for the past seven months in the role of interim president. Brian Audette will continue as president of CUB Foods. Matt Leiseth will continue as president of Hornbacher's. Bob Bly will continue as president of Shoppers.

Commenting on the announcement Duncan said, "We have much work to do, both today, and after the transaction closes, but I am pleased with the new leadership team we are assembling and know together we will work tirelessly to improve our business and increase shareholder value. I am energized by what I have seen every day and believe this company will be successful going forward".

### Departures

Duncan will name additional members of his leadership team in the near future. This announcement also includes news of several current executives who depart the company. They include: Kevin Holt - President, Supervalu Retail; Tim Lowe - Executive Vice President, Merchandising; and Michael Moore - Executive Vice President and Chief Marketing Officer.

"I thank Kevin for his leadership over our retail teams, as well as Tim and Michael for the work they have done leading our retail merchandising and marketing efforts, respectively," said Duncan.

## Blue Diamond Opens World's Only Almond Innovation Center

Continued from PAGE 2

ents business where almonds are used in a variety of foods, sales increased 35 percent and almonds remained in first place as the leading nut in new food products worldwide. Value-added revenues over the last two years are up 69 percent.

"Global almond product innovation has doubled Blue Diamond revenues in three years to well over \$1 billion in sales," said Jansen. "The robustness of U.S. almond shipments, even with this year's short supply, is directly attributable to new uses for almonds that our cooperative has created."

Blue Diamond also received the Powering Innovation Capstone Award at SACTO's annual Salute to New Industry luncheon. The Capstone Awards recognize and celebrate leadership and excellence in driving growth and prosperity in the Sacramento Region.

The 2-billion pound California almond crop is valued at \$6 billion and generates nearly 50,000 jobs. New jobs and additional revenue will be returned to almond growing communities as production and value-added products continue to grow. Over 80 percent of the world's supply is grown in California. Almonds are the state's largest food export and the largest specialty crop export in America.

## Brew Hub Announces Plans for First Brewery in Florida

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ility in Lakeland, Florida. Farnsworth earned a bachelor's degree and Ph.D. from the University of London and has been instrumental in the startup or operation of over 100 breweries in 10 countries.

Brew Hub was founded by a team of former Anheuser-Busch executives led by Tim Schoen. Schoen, CEO, Jerry Mullane, President and Mark Greenspahn, Vice President of Operations. Brew Hub is supported by financing from The Yucaipa Companies of Los Angeles.

"Brew Hub will allow great craft brewers to grow their businesses by expanding into new markets they otherwise could not reach," said Tim Schoen, chief executive officer of Brew Hub. "This is the most exciting time in history to be in the beer business. Beer drinkers are constantly looking to discover new beer styles and brands every chance they get, but many of the beers they love aren't available where they live. We're planning to change that in the Southeast and across

the country."

Brew Hub plans to open at least four similar facilities over the next five years. Specific markets will be determined based on demand, but the company is considering strategic locations in the Northeast, Mid-Atlantic, Midwest, Texas and West Coast. This network of Brew Hub facilities will allow craft brewers from across the country to enter new markets.

"There are so many craft brewers making amazing beer today, and the demand from consumers is almost insatiable," said Schoen. "But too much demand can also be a problem. Building a brewery is not realistic for many brewers and contract brewing opportunities that exist today are less than ideal. We believe our partner brewing model will allow craft brewers a great opportunity to expand their business and reach new consumers."

The company will begin building the Lakeland brewery, packaging and cold storage warehouse in April. The site will operate as a central distribution facility for craft brewers beginning in fall 2013. The Lakeland facility will deliver beer to

wholesalers throughout Florida and the Southeast and will begin brewing beer in summer 2014.

"The Brew Hub is an idea that's time has come," said J. Paul Pepin, Pepin Distributing Company, Tampa, FL. "The demand for craft beer in our area is almost endless, and, while the local craft beers are excellent, beer drinkers also want access to beers they've had in their travels. Brew Hub will allow us to deliver these beers fresh and in a way that makes good business sense for brewer, wholesaler, retailer and, most importantly, the consumer."

Brew Hub was founded in 2012 in St. Louis, Missouri by a team of beer industry executives and craft brewing experts led by Tim Schoen. "Where Craft Brewers Go to Grow," Brew Hub provides full brewing, packaging, distribution and selling services for craft brands that are capacity, geographical, or capital constrained. The company plans to have five breweries located throughout the country that will cater to craft breweries.

Each facility will allow craft brewers to partner brew their beers on site.

## Shamrock Farms to Build State-of-the-Art Dairy Manufacturing Plant in Virginia

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ed its national business in convenience stores, grocery and quick service restaurants such as Subway, Arby's and Einstein Brothers. Both products will be manufactured at the new facility.

"This is a key milestone in our company's more than 90 year history, and a natural next step as we continue to achieve even further national growth," said Kent McClelland, who is the third-generation of McClelland family leadership. "The Shamrock Farms brand stands for Real.Fresh.Ideas, which means a commitment to innovation and to providing authentic, high-quality dairy products."

Shamrock Farms will now have dual manufacturing capabilities, allowing us to better serve our customers and the U.S. population. The new facility will increase production capacity and better position us to respond to increasing demand. The new facility will

feature the latest in extended shelf life (ESL) technology, which allows milk to stay fresher, longer. Shamrock Farms was among the first dairies in the country to introduce ESL technology more than 10 years ago.

Construction will begin soon, and the facility is expected to open in late 2014. It will be 130,000 sq. ft. initially, with room for expansion. Once completed, the plant will employ up to 60 people. Shamrock Farms will source its milk from Virginia-area farmers, and will ensure that it meets the same high quality standards as Shamrock's farm in Arizona.

Speaking about the announcement, Governor McDonnell said, "With this project, Virginia adds another major corporation to its roster. We warmly welcome Shamrock Farms to the Commonwealth and Augusta County, and appreciate the company's significant investment and creation of 60 new jobs. This new dairy man-

ufacturing facility is the perfect fit for a region rich in agricultural history and committed to attracting industry that supports that history. I am confident Shamrock Farms will benefit from the skilled workforce and infrastructure available, while complementing the existing enterprise base, utilizing locally produced materials, including locally sourced milk, and helping advance the local economy."

McClelland added that Shamrock Farms is thrilled to be joining the Augusta County community because it's a perfect fit from both a business and a company culture perspective.

Shamrock Farms plans to immerse itself in the Augusta County community in the months and years ahead, as it's done in Arizona for decades. To kick off its relationship with the Augusta County community, Shamrock will be donating Rockin' Refuel to Fort Defiance High School athletic teams.

## Safeway's Bruce Everette Retiring

Continued from PAGE 1

ern California Division. He was named Executive Vice President of Retail Operations in 2001.

Throughout his career, Everette has been involved with numerous philanthropic organizations. Easter Seals honored him with the State Board of Virginia Pasture Award for Outstanding Leadership. He also received a Lifetime Achievement Award from the Muscular Dystrophy Association and the Distinguished Citizen Award from the Boy Scouts of America.

In 1997 Everette was honored as Arizona's Retailer of the Year. The University of Southern California named him Food Industry Executive of the Year in 2006. Last year the food industry inducted him into the California Grocer's Associa-

tion's Educational Foundation Hall of Achievement.

"We are deeply grateful to Bruce for his significant and lasting contribution to our company's success," said Chairman and Chief Executive Officer Steve Burd. "He is the consummate operating executive whose results and people-oriented approach to the business leave an unmistakable imprint on who we are as a company."

Safeway President Robert Edwards added, "Bruce will be missed, and we wish him and his wife, Lyn, happiness and fulfillment in the next chapter of their lives."

Griffith brings 33 years of experience and leadership to his new role. After working his way through a range of retail store management assignments, he was assigned to Corporate Retail Operations in 1999

and named Vice President the following year. Griffith was promoted to Vice President, Retail Operations in the Seattle Division in 2001, then returned to the corporate office as Senior Vice President, Produce and Floral in 2004. He was promoted to Portland Division President in 2005 and returned to corporate in 2008 as President, Perishables. In 2010 he was named President of Merchandising.

"Over the years Kelly has assumed increasing responsibility at both Division and Corporate levels," Edwards said. "He is a well-rounded executive with a deep background in marketing and retail, and he is ready to lead our Retail Operations to further success. I am extremely pleased to have an executive with Kelly's experience ready to step up to fill this important role."



# 26 Wines & Beers

## Chamisal Vineyards Releases 2012 Stainless Pinot Noir



Chamisal Vineyards has announced the 2012 release of its Stainless Pinot Noir. After two sell-out vintages through the tasting room, this wine is now being released in select markets. The 2012 Chamisal Stainless Pinot Noir is a unique bottling, created to express the distinctive varietal characteristics of Pinot Noir.

The Stainless Pinot Noir was conceived as a companion wine to Chamisal's popular Stainless Chardonnay. Produced without the use of any oak or malolactic fermentation, winemaker Fintan du Fresne allows the pure flavors and aromas of the fruit to stand alone with these wines. A viticulturist first, du Fresne hails from Wellington, New Zealand and has applied his expertise with New Zealand Sauvignon Blanc to both the Stainless Chardonnay and Pinot Noir. Crafted with little manipulation and absolutely no oak influence, the resulting wine displays luscious fruit intensity and balanced acidity while allowing the true varietal characters to shine.

Chamisal's 2012 Stainless Pinot Noir was sourced from meticulously farmed vineyards throughout the Central Coast, with a majority of the blend coming from the home Chamisal Vineyard. This wine mixes the high tone red fruit flavors from vineyards in northern San Luis Obispo County with the denser, more structured characteristics of the Edna Valley to yield an expressive, flavorful and food-friendly wine. This wine also represents the diverse clonal selections for which Chamisal is known. A combination of Clone 828 - offering red and black berry fruit aromas with good intensity and supple tannin structure - and Clone 2A - with plentiful red fruit aromatics and a fruit forward flavor profile - these clones are ideally suited for this style of wine. The 2012 Chamisal Stainless Pinot Noir retails for \$24 per bottle.

## Peligroso Tequila Heats Up the Market



With Launch of Peligroso Cinnamon

Peligroso Tequila is heating up the market with the launch of the newest member of its premium tequila family—Peligroso Cinnamon. The world's first 84 proof cinnamon-flavored tequila is infused with 100% pure cinnamon and a blend of secret ingredients, creating a distinct juice with a kick that leaves some sweet heat on the palate.

Peligroso Cinnamon has a distinct flavor profile described as warm and savory, with spicy aromas and a light finish. As unique as the very country from which it's produced, Peligroso Cinnamon is sticking to its roots—made with 100% Weber blue agave, and gluten free. True to the Peligroso standard, Cinnamon retains its 42% alc by volume/ 84 proof quality. Every batch of Peligroso Cinnamon is taste tested and approved by their chief taste masters to guarantee perfection in every sip. Every bottle is hand made, certified, numbered—and produced in Mexico.

"We recognized a demand for something new in our rapidly growing category," said Keith Ross, Peligroso Spirits President and CEO. "When we discovered the complex flavor that resulted as we infused cinnamon with our tequila, we knew we had something exceptional on our hands. We are thrilled to bring Peligroso Cinnamon to market and share this new remarkable juice with tequila enthusiasts and Peligroso fans nationwide."

Additionally, Peligroso has announced their partnership with two of the nation's largest spirits distributors, Southern Wine & Spirits of America, Inc., and Republic National Distributing Company.

Both, Southern Wine & Spirits and Republic National Distributing Company bring a fresh dynamic to Peligroso and will work hand-in-hand with the Peligroso team to enhance the recognition of the brand that is already firmly established in the tequila market.



## Smirnoff Debuts Three Sorbet-Inspired Flavored Vodka Specialties

Putting a spin on the flavored vodka category, Smirnoff Vodka is making a splash with a new-to-market delicious, reduced calorie line of vodka specialties, infused with natural flavors: Smirnoff Sorbet Light. Smirnoff Sorbet Light ups the ante with three fresh flavors inspired by the sweet, icy and light taste of sorbet. This new line of vodka specialties is 78 calories per 1.5 oz. serving and creates scrumptious, light-tasting cocktails.

Beginning with Smirnoff No. 21 Vodka, the world's best-selling vodka, Smirnoff Sorbet Light is infused with the natural flavoring of fresh-tasting berries, tart pomegranates, luscious mangos, juicy passion fruits and zesty lemons creating three unique, reduced calorie vodka specialties: Smirnoff Sorbet Light Raspberry Pomegranate, Smirnoff Sorbet Light Mango Passion Fruit and Smirnoff Sorbet Light Lemon. With this brilliantly delicious and guilt-free line up, the best way to enjoy Smirnoff Sorbet Light is in good company and of course, responsibly.

Smirnoff Sorbet Light breaks the mold of traditional flavored vodkas by offering an incredibly tasty reduced calorie spirit that has 25% fewer calories than the leading dessert-inspired flavored vodkas. Smirnoff Sorbet Light delivers refreshing flavors and lighter tasting cocktails that don't taste like they are a sacrifice.

From jasmine tea, coconut water and fresh-tasting juices to mint, cilantro and ginger, these flavors pair perfectly with an array of mixers and fresh ingredients to inspire endless drink creations.

## Four Loko Debuts New Pineapple Flavor



Phusion Projects, LLC has announced the debut of its latest Four Loko flavor—Pineapple. Four Loko Pineapple continues the trend of bringing cocktail flavors to the beer industry, with the second new flavor announced this year. In January, Four Loko introduced Four Loko Margarita.

"Four Loko Pineapple has a vibrant tropical taste that balances the flavors of sweet and tart," said Chris Hunter, one of the co-founders of Phusion Projects. "Adding this flavor to our lineup continues Phusion Projects' mission to bring flavors to consumers that they desire. It's important to us as a company to listen to what our consumers want."

Four Loko Pineapple is a flavored malt beverage that is 12% ABV and available in 23.5-ounce cans.

## Double Canyon Launches with Inaugural 2010 Vintage

Double Canyon, a limited production luxury wine from the Horse Heaven Hills region in Washington, has introduced the inaugural vintage of Double Canyon Cabernet Sauvignon. Double Canyon Horse Heaven Hills Cabernet Sauvignon has been crafted to express the unique character of the estate vineyard from which it comes—an idyllic setting located in the heart of this distinctive, windswept desert region. Situated adjacent to the renowned Champoux Vineyard, Double Canyon yields exceptional, high-quality fruit that produces wines with great individual character highlighted by nuances unique to the site.

"Named for the two ravines that run through it, Double Canyon Vineyard was established in 2007 with the goal of creating an authentic estate-grown wine to express the individuality of this special winegrowing region," said Vineyard Manager Will Beightol, who grew up next to the vineyard and whose family has worked the land for 33 years.

The inaugural release of Double Canyon Horse Heaven Hills Cabernet Sauvignon showcases a savory bouquet of dried cherries, plums and sage, followed by an elegantly-structured palate offering vibrant flavors of raspberries and candied cherries balanced by a bright natural acidity. The 2010 Double Canyon Horse Heaven Hills Cabernet Sauvignon is crafted from low-yielding vines that express the nuances of the vineyard and features 15 percent Syrah to lend structure and complexity. The 2010 Double Canyon Cabernet Sauvignon retails for \$40 per bottle. Only 275 cases were produced.

The 2010 Double Canyon Horse Heaven Hills Cabernet Sauvignon will be available in the initial launch markets of Washington, Oregon, California, Alaska, Idaho, Nevada and Montana. Plans call for future vintages to be more widely available.

## SKYY Vodka Introduces First-Ever Moscato Grape Infused Vodka

Expanding its innovative, award-winning line of infused vodkas, made with natural ingredients, SKYY Vodka has introduced new SKYY Infusions Moscato Grape, the first-ever Moscato grape infused vodka on the market. This vibrant spirit, available this spring, blends succulent Moscato grapes with premium SKYY Vodka, creating an entirely new, sexy vodka flavor for nightlife drinking occasions.

The popularity of Moscato wine is exploding in the US. It is the fastest growing wine category in America, recently jumping to the third most-popular white wine varietal in the industry. According to Nielsen, Moscato sales grew 73 percent in 2012, the largest gain of any varietal. Consumers and bartenders have recently discovered a love for the unique Moscato flavor and are now exploring new and innovative ways of integrating it into their nightlife and drinking occasions. SKYY Infusions Moscato Grape is the first-ever infused vodka to combine the number-one flavor in the wine category with the number-one spirit in the beverage alcohol industry, offering consumers a new spirit that is perfect for sophisticated cocktail moments, capturing the current energy behind both vodka and Moscato wine.

Dubbed "the new Cristal" by the New York Post, Moscato wine has emerged as the darling of modern hip-hop culture and is glamorized in the lyrics of artists, including Drake and Kanye West. Malt liquors, cognac and champagne have been dethroned as the artist's drink of choice as these stars are now seeking something new, sweet, flavorful and vibrant to embody their evolved nightlife personality. The urban community has crowned Moscato as their newest obsession. Being at the forefront of this trend, SKYY is providing fans the bright Moscato taste they love with the versatility of premium vodka.

SKYY Infusions Moscato Grape will be available in 50ml (\$1.99), 375 mL (\$10.49), 750mL (\$18.49), 1L (\$23.49) and 1.75L (\$26.99). The launch will be supported by a fully integrated marketing campaign featuring advertising, social media activities, and on-/off-premise promotions.





## ■ "Break the Monotony"

# Spam Launches Digital Campaign

The Spam brand's first-ever spokesperson, Sir Can-A-Lot, takes his playful personality and popularity to the next level by helping people everywhere "Break The Monotony" of their everyday lives. Partnering with Roy Choi of Kogi BBQ Truck fame, Sir Can-A-Lot will use social media to connect with brand fans distressed by daily dullness to achieve their mission of ridding the world-wide-web of meal-time boredom.

The animated Sir Can-A-Lot takes over the social media properties of the Spam brand. Throughout the month, he will seek out and respond to Internet users suffering from routine meals and boring tweets, addressing many of them personally with a unique web video. The videos will be written, recorded and fully-animated in real-time, allowing Sir Can-A-Lot's personality to shine. The action will be focused on the Spam brand's Twitter, YouTube and Facebook pages.

"The 'Break the Monotony' campaign will allow Spam fans to connect with the brand on a more personal level within the social space," says Nicole L. Behne, senior product manager of Spam family of products. "Participants will experience the fun-loving, down-to-earth brand personality firsthand through their dialogue with Sir Can-A-Lot and enjoy new recipes created by Chef Roy Choi."

"The Spam brand echoes my passion for connecting the world together in celebrating how many

families survived and prospered, seeing the can as a sense of hope and as a delicious mainstay. This recipe creation has allowed me to also more intimately connect with my Korean heritage, Hawaii, and with all immigrant families that

made their way to America," said Chef Roy Choi. "This partnership reflects my missions of flavor, honesty and social creativity and gives me the chance to work with one of my favorite ingredients and show others its versatility."



# Mahatma



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

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



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

- Both White Rice and Whole Grain Rice are non-allergenic foods and are ideal for the gluten-free diet.
- Mahatma Brown Rice is 100% whole grain.
- Mahatma Jasmine Rice is a high-quality, long grain exotic jasmine, naturally-scented rice imported from Thailand.
- Mahatma Jasmine Rice carries the authentic seal of Thai Hom Mali Rice which guarantees the authenticity of the rice.
- Authentic Basmati Rice is a gourmet experience in aroma and taste. Basmati is non-glutinous rice that has been grown in the foothills of the Himalayas for centuries.
- Mahatma flavored rice mixes offer the perfect mealtime side-dish for many occasions. From the Louisiana traditional Monday, red beans and rice meal, or a Caribbean favorite Paella with Saffron Yellow rice mix, to the holiday favorite long-grain and wild rice, or any of our other five flavors, consumers find that Mahatma rice mixes are the perfect 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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## Pepsi Launches First New Bottle in 16 Years

Pepsi has unveiled a new single-serve bottle for its Pepsi trademark portfolio including Pepsi, Diet Pepsi, Pepsi MAX and Pepsi NEXT, marking its first design update since 1996. A visual expression of the brand's Excitement of Now positioning, the bottle is rolling out in markets nationwide in 16-ounce and 20-ounce packaging, with full conversion taking a few years.

"This new bottle is the next milestone in Pepsi's Live For Now marketing campaign," said Angelique Krembs, Vice President TM Pepsi Marketing. "Our single serve bottle is the most visible and tangible connection point we have with our consumers, and we love how the new bottle expresses our brand DNA."

The new bottle's bold swirl and elevated profile reflect the brand's attributes and youthful spirit, capturing the excitement of now for Pepsi consumers. The etched, grippable bottom allows consumers to have a more stimulating, tactile interaction with the bottle itself. A new, 12-ounce glass bottle will also be offered as a premium package in select stores. The new bottle is the first iteration of the redesign of the full portfolio currently underway under the stewardship of PepsiCo's Chief Design Officer Mauro Porcini, with additional elements to be rolled out throughout the year.





## Profit with Ragaman

The Beverage of an Active Lifestyle



A Ragaman is a highly energetic and powerful spirit in the Caribbean folklore whose name evolved from Reggae music as it was believed the minds of reggae dancers were taken over by this spirit who gave them particularly high energy. The design of the Ragaman is actually inspired from the Chinese symbol for Vitality.

This implies the communion of Chinese wisdom and Caribbean wild and untamed energy producing an exquisite combination: RAGAMAN.

Ragaman, a great tasting energy drink with Ginseng, launched in 2006 by one of the top manufacturers of beverages in the Caribbean. It quickly became very popular in Latin American and Caribbean countries and made its entry in the U.S. market in 2012. It is now in the process of making a major push among supermarket and convenience store operators in South Florida.

Ragaman aims at promoting extreme sports events, festivals and concert tours, its most recent was in Haiti with Sean Paul.

Experience Ragaman - the beverage of an active lifestyle. Ragaman is FDA approved and is in the process of securing widespread distribution. For more information, or service to your store, contact: Fountain Distributors, Inc. 3313 NW 37 St, Miami, FL. 33142 Phone: 305-606-1449.

## Ravitz Family ShopRites Announce Major Retail Project in Camden

Continued from PAGE 2

ect they have been asking for – one that will create jobs and opportunities for them. I truly thank the Goldenberg Group and the Ravitz brothers for their commitment and vision to making this dream a reality."

"I am truly excited that the Ravitzes and the Goldenberg Group have teamed up to bring a ShopRite shopping center to the City of Camden," Camden City Council President Francisco "Frank" Moran said. "This monumental endeavor will not only further spur economic development in our City, but it will certainly bring much needed jobs for our residents and provides a viable source of healthy food choices for our children and families. City Council is committed to working with Mayor Redd's Administration, the Ravitz brothers and the Goldenberg Group to ensure that this project comes to fruition as quickly as possible."

The ShopRite will be owned and operated by the fourth generation of the Ravitz family, Jason, Shawn and Brett Ravitz of Supermarkets of Cherry Hill, which operates five Shop Rite supermarkets in Camden and Burlington counties. The Ravitz family has more than 40 years of experience in the grocery industry, and today the sons and grandsons of the company's founder are active in the business. What started with a small grocery store has grown into Supermarkets of Cherry Hill, Inc. which today employs more than 1000 associates. This new location in Camden will bring several hundred full- and part-time jobs to the area.

The new ShopRite of Camden will offer many amenities ShopRite customers have come to expect, including: a broad array of groceries; hundreds of fresh produce items delivered seven days a week; a fresh bake shop that can create custom wedding cakes; custom cut fresh meats; fresh seafood delivered daily; a full-service floral department; a pharmacy with free nutritional counseling and as a broad selection of ethnic foods, including a diverse selection of groceries from around the world. Natural and organic products will be available throughout the store, which will also feature a large selection of gluten-free items. Once opened in 2015, ShopRite will also offer the free services of an on-site Registered Dietitian will be available to help customers shop for healthy choices or specific diets as well as the convenience of ShopRite from Home in-store pick-up or delivery service.

"Admiral Wilson Plaza and this ShopRite represent a significant step towards addressing the designation of Camden as a 'food desert' by the USDA," said Ken Goldenberg, Founder, President and CEO of the Goldenberg Group. "This project not only will improve the quality of life for area residents, but also will create jobs in the region. It is truly a win-win."

Admiral Wilson Plaza is projected to create 400 construction jobs, 320 new full- and part-time jobs, and significant new tax revenues to the City of Camden and the State of New Jersey.

"Bringing a major supermarket to a centralized location in Camden has been decades in the making, and is the result of the hard-work of many political, civic and labor leaders throughout the years," said Senator Norcross. "Developers like The Goldenberg Group and the Ravitz Family are seeing opportunities to build on the foundations for growth we have created in Camden. They're making smart investments in our city that will help the residents and benefit the entire area."

"The Admiral Wilson Boulevard location is ideally suited for commercial development," said Goldenberg. "Camden is already witnessing tremendous changes - the expansion of Campbell's headquarters, new buildings related to Cooper Hospital and the growth in the University Science district, this project will build on that investment and has the potential to be a game-changer for Camden and the surrounding neighborhoods. We are thrilled to partner with the City of Camden and the Ravitz family on this development."

"My brothers and I are proud to be bringing a ShopRite store to Camden. We recognize that there is a great need for a full-service supermarket in the city and have been trying for years to find the best location to serve the community. Now is the right time. Our hope is that this project will continue to build upon existing redevelopment efforts in Camden including the expansions of Campbell's headquarters and Cooper Hospital, and recent growth in the University Science district. We are excited to be part of the new Camden and look forward to bringing the same level of customer service, variety, value and low prices that we offer in our other ShopRites to this new location," said Jason Ravitz, Vice President, Retail Operations for Supermarkets of Cherry Hill, Inc. "We look forward to becoming part of the Camden community and working hard to become your neighborhood ShopRite."

## Walmart on Campus Concept Store to Open at Arizona State

Arizona State University will be home to the newest Walmart on Campus concept store, company officials announced. Scheduled to open in May, the store is part of a pilot program designed to provide ASU students and faculty, as well as the surrounding neighborhood, more convenient access to affordable products. The first Walmart on Campus opened at the University of Arkansas in Fayetteville in January 2011.

"Walmart on Campus is a small-format test store that allows us to bring our low prices to students in a convenient location. With a full-service pharmacy, basic grocery, financial services and Site-to-Store, Arizona State will be able to enjoy many of the great services they would at our larger formats without leaving campus," said store manager Mario Espino.

The ASU store, to be located in the Vista del Sol plaza, will also feature health and wellness services, general convenience items and merchandise tailored to the campus, all at Walmart's everyday low prices.

The approximate 5,000 sq. ft. store will be staffed by 10 associates. It will provide access to all Walmart health and wellness services, including a full-service pharmacy and signature \$4 generic prescription program. The pharmacy will serve most insurance plans.



THE GROCKER is available in three different color ways (green, grey and red).

## Big Innovation in the World of Reusable Grocery Bags

ADK Packworks, an innovative bag and pack company, has announced the debut of its reusable grocery bag, The Grocker. This innovative new take on the classic Adirondack pack basket includes a semi-rigid internal frame and a flat bottom for increased stability, independent of the load, to keep your groceries standing upright.

The Grocker is the greatest evolution in a reusable grocery bag industry that has seen little innovation since the need for an eco-friendly bag was identified, building off the 150-year old concept of the tried and true Adirondack pack basket that was built for carrying heavy loads. ADK basket packs were originally made using black ash wood splints, split to a thin ribbon, hand pounded to a satin finish, and then intricately woven together. The flat-bottomed pack baskets were used by settlers and hunters to efficiently carry game, fish and gather fruit, while leaving their hands free. ADK Packworks has modernized this classic concept to address the shortcomings of reusable grocery bags by designing a structure that stands up on its own and stays open so it's easily loaded and unloaded, while also allowing it to hold more than the typical paper or plastic grocery bag.

This lightweight, durable, eco-friendly grocery bag takes up little space, as it stands tall when in use, but folds up when it needs to be stored. The Grocker can be adjusted for three different carrying options (two-handed, over-the-shoulder, and backpack style) and gives you additional flexibility when you are on the go with an optional insulated liner that is great for keeping your groceries cold. This multi-purpose tote is large enough to carry everything you will need and is perfect for groceries, but is also a versatile solution for packing a bag when going to the beach, taking a hike, or spending time on your boat. With The Grocker the durable ripstop nylon bag can easily be removed from the frame to hand wash it and avoid the health risks of bacteria build up that can form in reusable bags.

## IDDBA Cake Challenge Contestants Announced

Continued from PAGE 16

2006 and joined the Food City team the following year. Over the years, with the support of her bakery managers, she has become a skilled decorator. In 2011, she won her company's first annual cake challenge.

There are three phases to the Challenge. On Sunday, June 2, each contestant will de-

corate enough cakes to fill one multi-tiered, eight-foot bakery case. On Monday, June 3, each contestant will decorate a wedding cake. Tuesday, June 4 is a special "Decorator's Choice" theme event.

The judges for the event will be: Luke Bender, Manager of Technical Service, Maplehurst Bakeries, LLC, and Jim Calendo, Dessert Training Specialist, Rich Products Corporation.



# Top Grocery Stores Won't Sell Genetically Engineered Seafood

## Trader Joe's, Aldi, Whole Foods, Marsh Among Stores That Will Reject GE Fish

A coalition of consumer, health, food safety and fishing groups has launched the "Campaign for Genetically Engineered (GE)-Free Seafood" by announcing that several major grocery retailers representing more than 2,000 stores across the United States have already committed not to sell genetically engineered seafood if it is allowed onto the market.

The growing market rejection of GE fish comes as the U.S. Food & Drug Administration (FDA) conducts its final review of a genetically engineered salmon. If approved, the salmon would be the first-ever genetically engineered animal allowed to enter the human food supply.

Stores that have committed to not offer the salmon or other genetically engineered seafood include the national retailers Trader Joe's (367 stores), Aldi (1,230 stores), Whole Foods (346 stores in U.S.); regional chains such as Marsh Supermarkets (93 stores in Indiana and Ohio) and PCC Natural Markets (9 stores in Washington State); and co-ops in Minnesota, New York, California, and Kansas.

"We applaud these retailers for listening to the vast majority of their customers who want sustainable, natural seafood for their families. Now it's time for other food retailers, including Walmart, Costco, and Safeway to follow suit and let their customers know they will not be selling unlabeled, poorly studied genetically engineered seafood," said Eric Hoffman, food and technology policy campaigner with Friends of the Earth.

"Consumers Union has serious concerns about the safety of the first genetically engineered fish, a salmon engineered to grow to maturity twice as fast as wild salmon," said Michael Hansen, PhD, senior scientist with Consumers Union, the advocacy arm of Consumer Reports. "FDA decided based on data from just six fish that there was no increased risk to people with fish allergies. However, even these meager data suggest that these fish show increased allergic potential."

Consumer opposition to genetically engineered animals is strong. The majority of Americans say they won't eat genetically engineered seafood, and 91 percent of Americans say the FDA should not allow it onto the market (Lake Research poll.) (1) Eighty-percent of Americans who regularly eat fish say that sustainable practices are "important" or "very important" to them, according to a 2013 NPR poll. (2)

"We won't sell genetically engineered fish because we don't believe it is sustainable or healthy," said Trudy Bialic from PCC Natural Markets in Washington State. "It is troubling that the FDA is recommending approval of AquaBounty's salmon as a 'new animal drug,' subjecting these engineered creatures to less rigorous safety standards than food additives. That's not a credible safety assessment."

"Simply put, this genetically engineered fish is unnecessary and is a problem masquerading as a solution," said Heather Whitehead, online campaigns director at Center for Food Safety. "We're excited to see that grocery retailers agree that there is no need to introduce an unnecessary, unpopular and risky new technology to the marketplace with-

out adequate assessment, posing risks to human health, the environment, wild salmon, and the sustainable fishing industry."

The FDA has stated it will likely not label genetically engineered salmon, providing consumers no way of knowing if the fish they are feeding their families is genetically engineered. At least 35 other species of genetically engineered fish are currently under development, and the FDA's decision on this genetically engineered salmon application will set a precedent for other genetically engineered fish and animals (including cows, chickens and pigs) to enter the global food market. (3)

To avoid confusion in the marketplace and ensure sustainable seafood, a coalition of 30 groups led by Friends of the Earth—including the Center for Food Safety, Food & Water Watch, Consumers Union, and Healthy Child Healthy World—are asking grocery stores, seafood restaurants, chefs, and seafood companies to join the Pledge for GE-Free Seafood and publicly commit to not knowingly purchase or sell genetically engineered salmon or other genetically engineered seafood. The Pledge for GE-Free Seafood is another way for grocery stores to let their customers know about their purchasing policies.

"Parents are busy enough with-

out having to worry if they're feeding their kids genetically engineered seafood. That's why we're excited about the Pledge for GE-Free Seafood," said Alexandra Zissu, editorial director of Healthy Child Healthy World, a family advocacy group. "Since the FDA will likely not label genetically engineered fish, this pledge will help parents—and all of us—know where we can safely shop to avoid eating the unknown. Then the focus can return to fami-

ly meal fun, not risk management." "Most consumers don't want to eat genetically engineered salmon, but without mandatory labeling it will be hard for them to avoid. That's why the stores who have committed to not to sell genetically engineered seafood are making a smart move and giving their customers what they want—a way to avoid this controversial, unnecessary biotech fish," said Patty Lovera, assistant director of Food & Water Watch.

- (1) Lake Research Partners, Commissioned by Food and Water Watch, 9/20/10. "Americans in near unanimity on their disapproval of genetically engineered fish and meat in the marketplace." [http://www.saynotogmo.org/ud2010/docs/fish\\_survey.pdf](http://www.saynotogmo.org/ud2010/docs/fish_survey.pdf)  
 (2) Barday, Eliza. "Most Americans Eager To Buy Seafood That's 'Sustainable.'" National Public Radio, 12 Feb. 2013. <http://www.npr.org/blogs/thesalt/2013/02/11/171743185/most-americans-eager-to-buy-seafood-thats-sustainable>  
 (3) Genetically Engineered Fish. Center for Food Safety, Jan. 2013. <http://www.centerforfoodsafety.org/wp-content/uploads/2013/01/ge-salmon-fact-sheet.pdf>

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# Goya Foods of Florida Recognizes Sales Excellence

## Hosts Annual Sales Gala

Miami Airport Convention Center  
Doubletree Hotel  
Miami, Florida  
March 8-9, 2013



▲ **LUIS ROLDAN AWARD** – Goya Foods of Orlando Central Florida Supervisor Juan Alfaro (left) pictured with award winner Goya Foods of Orlando Central Florida Salesman Domingo Gonzalez (right).



▲ **2012 DON PRUDENCIO UNANUE AWARD** – Award Winner Juan Carlos Cruz (holding award) and his wife Laura, pictured with (left to right): Hector Mora, Tommy Unanue, Augusto Ledesma, and Francisco Unanue.



▲ **SILVER SUPERVISOR AWARD** – Hector Mora and Aurora Escobar with award winner David Rivera and his wife, Rhonda (right).



■ José Martínez, Augusto Ledesma, and Francisco Unanue.



▲ **SUPER SALESMAN OF THE YEAR** – Marco Giraklo holding his award.



▲ **FRANCISCO UNANUE**, President of Goya Foods of Florida.

## Goya Foods Donates \$150,000 to the Maestro Cares Foundation



■ **GOYA FOODS** President Bob Unanue (center) presents a check for \$150,000 for Maestro Cares Foundation to co-founders Henry Cardenas (left) and Marc Anthony (right).

### Benefitting Orphaned Children in Latin America

Goya Foods has donated \$150,000 to the Maestro Cares Foundation, a non-profit organization founded by Marc Anthony and Henry Cardenas to support the housing and educational needs of orphaned and underprivileged children in developing Latin American countries.

The donation will go towards the development and construction of a new orphanage for over 200 children at the Orfanato Niños de Cristo in La Romana, Dominican Republic. "Goya has always believed in lending a hand when it is needed most, whether it is here in the United States or abroad," says Bob Unanue, President of Goya Foods. "We wanted to contribute to Maestro Cares and this new project in the Dominican Republic because of our close relationship with the people and children of the country that transcends to the Dominican communities here in New York and the rest of the United States."

The new complex, which measures 30,000 sq. ft., will feature state-of-the-art designs and include a kitchen, laundry room, cafeteria, library, chapel, classrooms, dorm rooms, a teacher's lounge, workshop area, business center, and a baseball field. "We're grateful for this wonderful donation from Goya Foods and are pleased with the impact that Maestro Cares has made," says Marc Anthony. "The contributions that donors like Goya are providing today, will help us change and improve the lives of our children."

The donation will help to provide housing, clothing, food and staff while assisting in the academic, social and recreational development of the children through various programs. "We are thankful for this generous donation from Goya. Their gift will help feed, clothe and educate children who desperately need it," says Henry Cardenas. "As we work to end homelessness, hunger, and violence for our children in Latin America, it is important for us to know that we have supporters such as Goya, who believe in our mission to build better futures for these children."





## Dale vacaciones a tu hamburguesa de siempre

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

### Hamburguesa Chipotle

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

#### Ingredientes

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

#### Instrucciones

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



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

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



## 32 Video

## On Approval

Classic British Comedy Starring Clive Brook, Beatrice Lillie & Googie Withers

Classic, witty British comedy of manners, *On Approval* is available for the first time on Blu-ray from Inception Media Group.

George, the 10th Duke of Bristol (Clive Brook, *Shanghai Express*, *Underworld*, *Cavalcade*) and his friend Richard (Roland Culver, *Thunderball*, *Dead of Night*, *The Life and Death of Colonel Blimp*) are invited to spend a month at a Scottish mansion by the wealthy widows Maria (Beatrice Lillie, *Exit Smiling*, *Thoroughly Modern Millie*) and Helen (Googie Withers, *The Lady Vanishes*, *Shine*, *Dead of Night*), who wish to test their compatibility as suitors.

The cash-strapped British aristocrats jump at the chance to take a vacation... But when the unmarried foursome arrives, the staff—shocked by the impropriety—refuses to stay and they are left entirely on their own. Will love blossom or will they drive each other crazy?

Written and directed by Brook and adapted from the play by Frederick Lonsdale, a hilarious and delightfully witty romance named one of *Time* magazine's 10 best movies of 1944 and described by critics as "the funniest British light comedy ever made."

Format: Blu-ray

Running Time: Approx. 80 Minutes (Plus Special Features)

Suggested Retail Price: \$34.98



## The Origins of Oz

A Peek Behind the Curtain of America's Favorite Fairytale

Follow the yellow brick road on a journey into the life of the man who created the first genuinely American fairy tale in *The Origins of Oz*, skipping onto DVD now from Inception Media Group.

L. Frank Baum's *The Wonderful Wizard of Oz* is an American treasure, giving the world some of fiction's most beloved characters and inspiring pop culture's most iconic pair of shoes, now preserved at the Smithsonian's National Museum of American History... But how did this classic children's fantasy come to be?

*The Origins of Oz* pulls the curtain back on L. Frank Baum and reveals how the events and people in his life helped form the first genuinely American fairytale. Discover who Dorothy was modeled after, why a scarecrow and a tin man served as main characters, how the 1893 Chicago World's Fair sparked the conception of Emerald City and much more.

Filed at the locations that inspired the Land of Oz and featuring interviews with authors, artists, fans and members of Baum's family, this biography tells the story behind the story, how this wildly popular book was written and the man who had the heart, the brains and the courage to write it.

*The Origins of Oz* is presented in widescreen with an aspect ratio of 16 x 9 (1.78:1) and Dolby Digital 5.1 Surround Sound.

Running Time: Approx. 46 Minutes

Suggested Retail Price: \$14.98

## Population 2

His Betrayal Was Her Death Sentence...

A life of solitude is all she has left in *Population 2*, on DVD and VOD from Green Apple Entertainment.

In this taut, futuristic tale, something has gone terribly wrong and only one survivor remains on earth... a woman named Lilith, who desperately wanders a planet devoid of humanity.

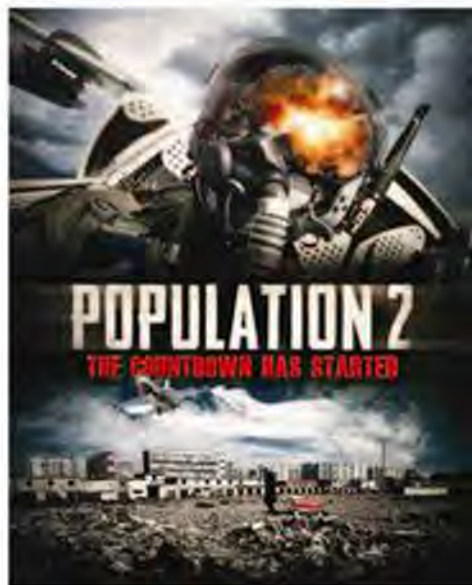
Each day, Lilith scavenges what she can from the remains of civilization, the deserted refuse of a once-bustling metropolis.

Each night, she returns to her hidden space beneath the lifeless city and contemplates the past... a life in which she was betrayed... a world that now exists only in her mind.

*Population 2* is presented in widescreen with an aspect ratio of 16 x 9 (1.78:1) and 5.1 Dolby Digital Surround Sound.

Running Time: Approx. 83 Minutes

Suggested Retail Price: \$24.98



## BookReview

## How to Lower Your Cholesterol with French Gourmet Food

Wealth of Nutritional Information and Practical Tips, Seasoned with a Dash of Gallic Wit

*Paleo French Cuisine* by chef Braux aims to help you improve your daily Paleo diet. Typical Paleo books offer a limited range of tasty recipes. All of that is changed with this new compilation of Paleo French recipes. To help our gluten and dairy-free friends, all recipes not only Paleo but gluten and dairy-free.

Chef Alain Braux's approach to healthy eating is literally "down to earth" in this delightful and extremely useful guide to balanced, nutritious Paleo meals. With a passion for flavor and fresh ingredients, Braux takes us through an eye-opening grocery shopping experience (including the 12 most contaminated foods in the produce section, and what "natural" really means on food labels), to alternative shopping choices (farmers' markets, growing your own). Inspired by the foods he grew up with in his native France, Chef Braux's recipes will delight your taste buds. *Paleo French Cuisine* is available through all traditional sales channels, Amazon and Barnes and Noble as well as on Kindle, I-pad and all electronic book readers.

Award-winning chef Alain Braux has worked in the food industry for more than 40 years. He earned a Bachelor of Science degree in holistic nutrition. He is a certified executive pastry chef with the American Culinary Federation and a certified master baker with the Retail Bakers of America. Chef Braux currently lives in Austin, where he is the executive chef and Nutrition Therapist at Peoples Pharmacy and in private practice as a nutritherapist with A Votre Santé (To Your Health).

"Braux is an Austin institution," says Chef Achim Thiemermann. "I trust him with my nutritional health." Kim Stanford, co-author of *Gluten Freedom* says, "If you buy one book on how nutrition and good food can change your life, this is it!"



## Cooking Light Ushers in the Next Generation of Healthy Home Cooking

With Landmark New Cookbook, the New Way to Cook Light



Combining 25 years of expertise in healthy cooking with a forward-looking view on food trends, *Cooking Light* Editor Scott Mowbray and team deliver a definitive guide for home cooks looking to craft delicious, wholesome meals. With clear guidance on making smart, nutritious and sustainable choices, plus a comprehensive collection of more than 400 essential recipes, *The New Way to Cook Light* is a must-have for anyone interested in eating well.

In *The New Way to Cook Light*, Oxmoor House, \$34.95, *Cooking Light* confirms that the desire to eat healthfully should not sideline anyone from participating in America's burgeoning food culture—you can maintain a nutrition-first mentality while enjoying soul-satisfying, deeply flavorful food.

The recipes in this book offers delectable dishes for every occasion, serving up guilt-free takes on everything from Cabernet Short Ribs with Parmesan Polenta and Spicy Malaysian-Style Stir-Fried Noodles to Mahi-Mahi with Bacon-Tomato Butter, Fresh Cherry Galette and Baklava.

This book is a kitchen staple, guiding modern home cooks through the joys of healthy eating, with an expansive collection of tips, tools, techniques and recipes highlighting ingredients that are fresh, local, organic, artisanal, and global. It dispenses the old-school nutrient obsessions and embraces common-sense ideas and tactics with a focus on quality and authenticity that everyone can achieve.

*The New Way to Cook Light* will be available in a hardcover edition, and eBook format for tablets.

## "DADGUM That's Good, Too!"

## Smoking, Frying and Grilling with Family and Friends

Good food creates moments for bonding, bringing together friends and family to celebrate traditions and create new memories, especially during the holidays. For some, steak means someone's graduated, turkey signals the whole family's coming, and a grilled blackberry cobbler tells the guests the weekend has arrived.

*DADGUM That's Good, Too!*, the latest cookbook by southern culinary master John McLemore, serves up more scrumptious times for family bonding through dadgum good cooking and 135 new recipes. It is available from (Trade paperback, \$24.95, In Print, LLC).

McLemore, a father, entrepreneur and self-taught cook, wants to make it fun for anyone to celebrate old and new traditions with easy, delicious recipes that get the whole family involved. With "DADGUM That's Good, Too!" cooks can look forward to creating and savoring new indulgences like Garlic and Herb Deep-Fried Turkey using Masterbuilt's Butterball Indoor Electric Turkey Fryer, Thumbs-Up Fried Green Tomato Sandwiches, Smokey Stuffed Burgers, Dadgum Good Smoked Brisket, Grilled Southern Barbeque Shrimp, Southern Fried Mushrooms with Kickin' Ranch Sauce, and Grilled Baby Back Ribs... And no meal would be complete without a Southern dessert: Check out ways to grill blackberry cobbler or peaches and plums with honey citrus sauce, or even grill banana sundaes!

John McLemore brings even more mouthwatering food to the table, and introduces us to the heart-beat of his home—his family and friends. Detailed smoking and grilling charts, signature brine and seasoning recipes, more tips, more stories, and even more dadgum good food make "Dadgum, That's Good, Too!" a must-have resource. With 135 new recipes for smoking, grilling and frying, there's something for everyone.

With equal parts of Southern charm and tenacity, John McLemore has traveled the world over to show folks how to share the experience of making dadgum good food together at home. You'll love meeting the folks who have influenced John's cooking and his life.





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# 34 Technology

## Ergonomic Lifter Transporter for Retail Environment



The Lift Stik from Presto Lifts may be the most versatile lifter transporter ever built. Its innovative compact design distributes the load evenly over four oversized casters that roll easily over thresholds and uneven floors. The unit is compact, maneuverable and stylish enough for use in even the most upscale establishments.

Lift is achieved by a powered, continuous chain in the Lift Stik's single mast. The narrow mast design provides unmatched visibility. A hand-held push-button remote allows the operator to lift or lower the platform from any side of the unit and at dual speeds for safe, efficient control. Because the lift is mechanical and not hydraulic, there is zero

drift and no possibility of messy hydraulic leaks. The battery-charge indicator is mounted centrally on the push handle in direct view, and an auto-cutoff function prevents overcharging.

Lift Stiks are available in four models with load capacities ranging from 185 to 445 lbs. Maximum lift heights of the platform/forks range from 52" to 65". The unit's ergonomic contoured "sponge grip" handles can be adjusted to accommodate operators of different heights.

Units are available with either platform or fork design.



MITSUBISHI CATERPILLAR FORKLIFT AMERICA INC. has introduced the Jungheinrich® Warehouse Navigation system technology to the North American market. The system, which is designed to increase efficiency and productivity in narrow-aisle applications, uses transponder Radio Frequency Identification (RFID) technology to control guided Jungheinrich very narrow-aisle lift trucks within the aisles of a warehouse. Utilizing the system, customers can expect an up to 25 percent increase in productivity, depending on the application environment.

## Mitsubishi Caterpillar Debuts Jungheinrich Warehouse Navigation System

Mitsubishi Caterpillar Forklift America Inc., a leading provider of forklift trucks in the United States, Canada and Mexico, today introduced the Jungheinrich Warehouse Navigation system technology to the North American market. The system, which is designed to in-

crease efficiency and productivity in narrow-aisle applications, uses transponder Radio Frequency Identification (RFID) technology to control guided Jungheinrich very narrow-aisle lift trucks within the aisles of a warehouse. Utilizing the system, customers can expect an up to 25 percent increase in productivity, depending on the application environment.

"Jungheinrich's Warehouse Navigation technology is the first of its kind available in North America," said Michael Wiesenegg, product line manager of warehouse systems for MCFA. "The Jungheinrich brand is recognized worldwide for its innovative warehouse material handling products and solutions, and it's exciting that customers in North America now have access to a system that is proven to significantly boost productivity, reduce logistics costs and improve flexibility."

The Warehouse Navigation system is a semi-automatic approach to reaching pallet positions within the aisles of a warehouse. Transponders are placed in the warehouse floor at specific distances and are used to communicate with a RFID reader/writer in the lift truck to identify warehouse aisle locations and distances. Armed with this information and the forklift's height measuring capability, the system knows its location within the aisles at all times and can be programmed to reach specific pallet positions by selecting the most efficient combination of traveling and lifting.

The customer can choose to integrate the system with their existing warehouse management system (WMS), allowing for seamless transmission of orders to the operator's RF terminal that is installed on the forklift. Once the order is received, the operator can activate the accelerator and the lift truck will drive to the designated pallet position. The lift truck can then store/retrieve a pallet automatically, or stop, allowing the operator to pick from the current pallet location.

Key features and benefits of the Jungheinrich Warehouse Navigation system include:

**Increased productivity by up to 25%.** The lift truck selects the optimum combination of driving and lifting to reach a pallet position in the fastest and most efficient way possible. The system also helps reduce product damage, because lifting and putting away of the pallet is controlled by the forklift in most instances, not the operator.

**High order picking and stacking accuracy.** When the lift truck arrives at the designated pallet position, a spotlight (optional) illuminates the picking position, showing the operator which side of the aisle and which location to pick from. During pallet retrieval and put-away, the Warehouse Navigation system helps to ensure the correct pallet is moved based on the order received from the customer's WMS.

**Adjustable warehouse layout.** Warehouse Navigation is adaptable to future changes in the warehouse structure, allowing for maximum flexibility. While some navigation systems rely on integration of magnets or reflective markers, the use of transponder technology offers complete freedom. If a rack row changes or if more racking bays are added, the transponders are simply reprogrammed and the new configuration is stored in the controller. Changes are made using a laptop, and new layouts can be adjusted within minutes. The transponder is also easy to install and cost effective.

**Improved operator safety and control.** The Warehouse Navigation system relies on orders from the customer's WMS to operate in a semi-automatic mode, selecting the most efficient path based on the items included on the order. However, the operator can deactivate the Warehouse Navigation system to manually operate the truck when needed.

The Jungheinrich Warehouse Navigation system can be used with all rail or wire guided very narrow aisle lift trucks.

## Two-Wheel Hand Truck has Powered Lift

Combining the vertical lifting of a small powered stacker with the convenience, versatility, and simplicity of a 2-wheel hand truck, the new Model LNB-350 Lift'n Buddy makes it faster, safer, and easier to transport and reposition items in virtually any work environment.

Whether in manufacturing, warehousing/distribution, shipping/receiving, retail, restaurants, hotels, hospitals, or offices, Model LNB-350 helps transfer loads to and from shelves, workbenches, conveyors, delivery trucks, customer vehicles, etc. At the touch of a button, the unit's powered platform positions loads at a comfortable height to eliminate bending and stretching. A linear actuator ensures smooth lifting and lowering with zero drift. The tethered push-button control allows the user to adjust height from any side of the load.

Built on a lightweight yet durable aluminum frame, Model LNB-350 can handle loads of up to 350 pounds and lift them a full 36 inches. Heavy-duty 10-inch polyurethane tires roll effortlessly over uneven floors, pavement, thresholds, and carpeting without going flat or leaving skid marks. Lifting power is from an on-board 12-volt battery that is maintenance-free and has a built-in charger. The LNB-350 has a stationary base plate that keeps it upright and freestanding, even when the generously sized lifting platform is raised and under load. The platform has 10 slots in case the load needs to be secured with



bungee cords or straps.

In addition to greatly reducing the physical strain of lifting heavy or awkward loads, the Model LNB-350 also improves productivity. Many jobs that formerly required two people can now be done in less time by just one person and a Lift'n Buddy. The benefits of using the unit for lighter loads may be less obvious but are equally significant. Repetitive bending and lifting takes a toll on workers. For example, lifting 100 20-pound box-

es amounts to lifting a ton. By reducing the effort exerted by an employee, even one handling lighter loads, a Lift'n Buddy reduces the risk of injury, repetitive stress disorders, and costly workers compensation claims, all while speeding up the work.

Options and accessories for the Model LNB-350 Lift'n Buddy include multiple handle styles, custom platforms and finishes, an attachment for lifting 5-gallon pails, a kick stand, and a cylinder-handling kit.



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## 36 Hospitality

Creative Local Fare at  
New Panamanian Resort

■ Beach Dining

Meet Isla Palenque's  
Chef Oliver Blond

**A**t a restaurant called Eden on a wild private island in Panama, Chef Oliver Blond is inventing ways to accommodate the adventurous appetites of guests at the just-opened Resort at Isla Palenque.

Blond, a native Panamanian whose expertise encompasses Latin cuisine as well as experiential and concept dining, was a natural "in" for Eden, which focuses on fine local cuisine with a generous dash of creativity.

Innovation is one of Blond's culinary strengths - one he exercises daily at Eden, while enjoying a degree of intimacy with his ingredients found at few other restaurants. An on-island organic farm supplies much of the produce and herbs used in Eden's cuisine, and sourcing catch-of-the-day seafood frequently means intercepting a cooler from that morning's sportfishing excursion.

With such freshness at his fingertips, Chef Blond has had little difficulty creating distinctive dishes for Isla Palenque's guests to savor. Yuca gnocchi in a rich carbonara made with Chiriqui pork, carpaccio of fresh-caught snook and seasoned with island herbs, and classic Panamanian sancocho served at the table from a silver tureen are just a

few of the ways Blond has contrived to close the gap between simple local fare and gourmet gastronomy.

In Panama City, where Blond grew up, cuisine exhibits a decidedly global character: you'll find Chinese and Middle-Eastern restaurants next door to Panamanian dining establishments that incorporate flavors and techniques from around the world, thanks to the influence of commerce and the Canal. This mash-up of the traditional and the eclectic defined Blond's early cooking experiences, initially at home in Panama and continuing through formal studies in Mexico and Chile. After completing his training, Blond served as chef in several of Panama City's top restaurants, notably La Comedia in Casco Viejo. In 2009, he accepted a post as Executive Chef at The Rock in Boquete, Chiriqui - and it was then that he began to discover his signature culinary style.

"Living in Chiriqui changed the way I cook," says Blond. "Here, I found friendship with other chefs; we'd sit talking over meals about the things we wanted to try, exchanging ideas; I got to know the producers and see where the ingredients came from. In the capital, you go to the supermarket or call to have ingredients delivered - you don't have direct contact with the pro-



■ Infinity Pool

ducers like you do here in Chiriqui."

Blond has made Eden his arena for ingredient-focused dishes that make a statement. Presentation is always thoughtful, often structural: crisp plantain chips and microgreens from the island farm lend drama or delicacy as needed, and each dish balances color and texture to appetizing effect. The setting beyond the plate at Eden likewise encourages extraordinary din-

ing experiences through design: a central Great Room invites communal dining in view of the infinity-edge pool where it disappears into the expansive Gulf of Chiriqui, or guests can choose a table for two in the breezy bohio below.

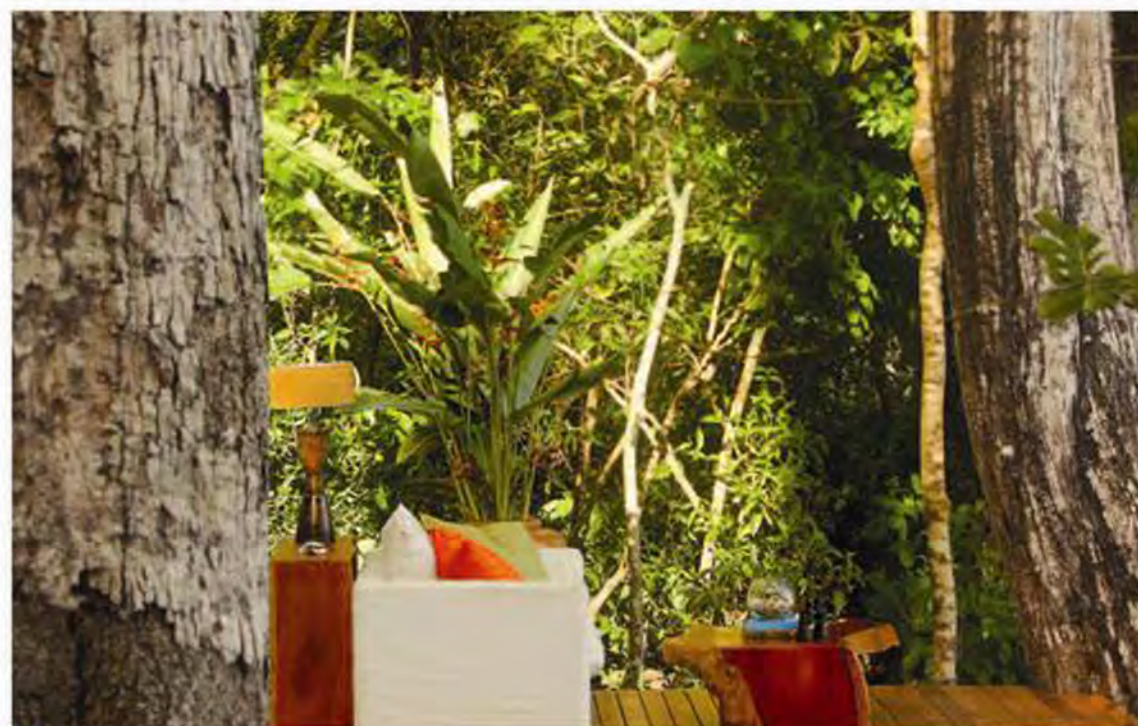
Already, Blond has had the pleasure of delivering on his concept of "the perfect meal" at this new dining venue in secluded paradise: "La cena ideal, for me, is much like we

did at our 7-course tasting event for the first guests. Dinner begins at six-thirty in the evening at sunset, with soft jazz playing. In the middle of the music, a live saxophonist comes out: una sorpresa."

Sax or no sax, meals at Eden assure plenty of pleasant surprises as Chef Blond innovates afresh with different in-season ingredients as they arrive at his island kitchen on Isla Palenque.



■ IN THE KITCHEN - Chef Oliver Blond



■ Tented Suite Outdoor Lounge





Eden Arroz con Pollo



Eden Pargo on Black Bean Puree



Eden Homemade Beet Helado



Eden Robalo



Eden Steak



Eden dining pavilion



Isla Palenque Bird of Paradise Cocktail



Eden Server Carlos Rodriguez Preparing for Sunset Dinner



Isla Palenque Private Dining



# 38 Hospitality

## ■ Bombshells

# Newest Dallas Restaurant and Live Music Venue Debuts



**B**ombshells Restaurant and Bar, an already popular restaurant and live music venue off the Stemmons Freeway (I-35) north of Mockingbird Lane, held its grand opening party, March 15-17, featuring bands In10City & Time Machine. Although not a gentlemen's club, Bombshells is part of the publicly traded Rick's Cabaret International, Inc. group of adult clubs and restaurants nationwide. With decor that is a light-hearted tribute to the World War II military,

Bombshells opened with a "soft launch" in late February and has quickly become a destination both day and night. Guests praise its first class restaurant, exciting atmosphere, live entertainment, and great location with plenty of parking. It opens daily for lunch at 11 am and serving full menu till 2am Wednesday-Saturday and till Midnight Sunday-Tuesday.

"It looks like Bombshells is just the right mix of great restaurant and fun sports bar that Dallas has been waiting for," said Ed Anakar,

president of RCI Management Services Inc. "Our guests say they love our food, concept and large patio, which is dramatically situated so that you feel as if you're right on top of the Stemmons, but with live music, an amazing wait staff and a unique atmosphere. It's a great place to enjoy a fabulous meal, watch your favorite sporting event on one of the 50 large HD TVs or enjoy live music performance by some of the top bands."

The venue has begun attracting top musical talent, including China Town, one of the hottest dance bands in the DFW area, the Reloaded Band playing classic rock, In10City party dance band, and the Jukebox Heroes classic rock band.

Subsidiaries of Rick's Cabaret International, Inc. own nine adult clubs in the DFW area. Bombshells is one of two non-adult venues in the market owned by subsidiaries of Rick's Cabaret. The other, Veelounge, an "ultra" nightclub and restaurant, opened last month in downtown Fort Worth. The company plans to open Ricky Bobby Sports Saloon near the Fort Worth NASCAR track later this Spring.



■ BOMBSHELLS features decor that is a light-hearted tribute to World War II military.



■ BOMBSHELLS features decor that is a light-hearted tribute to World War II military.



■ BOMBSHELLS RESTAURANT AND BAR, an already popular restaurant and live music venue off the Stemmons Freeway (I-35) north of Mockingbird Lane, held its grand opening party, March 15-17, in Dallas, TX.



■ BOMBSHELLS is a great place to enjoy a fabulous meal, watch a favorite sporting event on one of the 50 large HD TVs or enjoy live music performance by some of the top bands.



■ BOMBSHELLS is just the right mix of great restaurant and fun sports bar.



## Restaurant Chains Serving More Lower-Calorie Choices Do Better Financially

Restaurant chains that serve more lower-calorie foods and beverages have better business performance, according to a study from Hudson Institute. Over five years, chains that increased the amount of lower-calorie options they served had better sales growth, larger increases in customer traffic, and stronger gains in total food and beverage servings than chains whose servings of lower-calorie options declined. The authors of the report believe it is the first to determine the financial impact of lower-calorie foods and beverages on the U.S. restaurant industry.

The report, *Lower-Calorie Foods: It's Just Good Business*, analyzed 21 of the nation's largest restaurant chains, including quick-service chains such as McDonald's, Wendy's, Burger King, and Taco Bell, and sit-down chains such as Applebee's, Olive Garden, Chili's, and Outback Steakhouse. Together these 21 chains have \$102 billion in annual U.S. sales and 49 percent of the revenue of the top 100 restaurant chains.

"Consumers are hungry for restaurant meals that won't expand their waist lines, and the chains that recognize this are doing better than those that don't," said Hank Cardello, lead author of the report, Senior Fellow at Hudson Institute, and Director of the Institute's Obesity Solutions Initiative. Cardello is a former executive with Coca-Cola, General Mills, Anheuser-Busch, and Cadbury-Schweppes.

The report found that, between 2006 and 2011, lower-calorie foods and beverages were the growth engine for the restaurants studied. In 17 of the 21 restaurant chains evaluated, lower-calorie foods and beverages outperformed those that were not lower-calorie. In addition, chains that increased their servings of lower-calorie items saw positive returns as a result. These chains generated: A 5.5 percent increase in same-store sales, compared with a 5.5 percent decline among chains selling fewer lower-calorie servings; a 10.9 percent growth in customer traffic, compared with a 14.7 percent decline; and an 8.9 percent increase in total food and beverage servings, compared with a 16.3 percent decrease.

Cardello and his colleagues worked with the Nutrition Coordinating Center at the University of Minnesota to develop the calorie

criteria used to assess menu items. A main course item such as a sandwich or entree was considered lower-calorie if it had no more than 500 calories. Beverages with 50 or fewer calories per eight ounces were considered lower-calorie. Side dishes, appetizers, and desserts with 150 or fewer calories also were categorized this way. Items that did not meet the criteria are referred to as traditional.

Lower-calorie servings of foods and beverages increased as a percentage of total servings across all 21 chains. Over the five-year period, the chains collectively saw an increase of roughly 472 million in total servings of lower-calorie foods and beverages, compared with a decrease of about 1.3 billion servings among traditional items.

"This report shows that companies can serve both their interest in healthy profits and their customers' interest in healthier eating," said James S. Marks, MD, senior vice president and director of the Health Group at the Robert Wood Johnson Foundation, which funded the report. "We need more companies to make this shift, and now they have even more reasons to do so."

The report used companies' annual reports and data from market research firms to assess same-store sales, total store sales, total food and beverage servings, and customer traffic. It used those figures to assess overall performance as it related to sales of lower-calorie items. Same-store sales is a measurement that tracks the sales revenues of stores that have been open for at least one year. Total servings refers to the number of times a specific menu item was ordered.

This report follows one from 2011, also authored by Cardello, that examined the business impact of selling better-for-you foods and beverages among consumer packaged goods companies such as PepsiCo, General Mills, Nestle, Kraft, Coca-Cola, and Campbell Soup. That report found that companies with higher-than-average sales coming from better-for-you products showed superior sales, operating profits, and company reputations.

"The bottom line is that it's good business to sell more lower-calorie and better-for-you products," said Cardello. "This holds true for major food and beverage companies and for restaurants."

### QSR International



■ QUIZNOS marked a significant business milestone recently when QSR International (QSR) opened its Quito, Ecuador location, making QSR the first international Quiznos franchise group to license and open 100 plus Quiznos restaurants.

## Quiznos Franchisee Reaches 100<sup>th</sup> Restaurant Milestone

### First Quiznos Franchise Group to Open 100 Quiznos Restaurants

Quiznos marked a significant business milestone last month when QSR International (QSR) opened its Quito, Ecuador location, making QSR the first international Quiznos franchise group to license and open 100 plus Quiznos restaurants. Quiznos commemorated the event by inducting Richard Eisenberg, QSR president, into the Quiznos International 100 Club. As one of the world's premier quick service restaurant chains, Quiznos recognized the significance of Eisenberg's achievement and the impact he's had toward the continued expansion of the brand.

"An accomplishment like this doesn't happen overnight. QSR International and the Quiznos brand have flourished under Richard's direction for almost 15 years," said Stuart Mathis, chief executive officer for Quiznos. "Richard represents the franchise model we want to



■ RICHARD EISENBERG

attract and nurture. He serves as an example to the entire franchise system that hard work, dedication and a solid partnership will help everyone realize their goals of continued growth and success."

QSR International is a 141-unit multi-brand master franchise quick-service restaurant developer conducting business in 15 countries throughout Latin America and the Caribbean. QSR owns the Master Franchise for Quiznos restaurants, the largest

brand in QSR's restaurant portfolio, in Latin America and the Caribbean where they currently have 101 licensed Quiznos restaurants operating and four restaurants under development. Additionally, QSR purchased and was awarded 46 more Quiznos Franchises, which, through Development Agreement commitments, will be opened in the next several years.

Eisenberg, a Quiznos master franchisee, credits the groups' ongoing success to a premium quality product, a menu which meets consumer insights, open communication and a cooperative working relationship with Quiznos.

"Working with Quiznos has been a wonderful experience. They have provided great support and systems while still being flexible enough to give us some leeway to experiment to meet our consumers' needs. That has paid off with great dividends," said Eisenberg. "We have the best sandwich in the marketplaces we operate in, and an exceptionally well-trained team. Bottom line, we do it better than our competition."

## Twenty Johnny Rockets Restaurants to Open in India

Johnny Rockets has announced a franchise agreement with Prime Gourmet Private Limited to open at least 20 Johnny Rockets restaurants in India over the next few years.

Initial locations are slated for New Delhi, Noida and Gurgaon in the National Capital Region, with subsequent expansion planned for Mumbai, Bangalore, Chennai, Chandigarh, Jaipur, Pune, Hyderabad and Kolkata.

Prime Gourmet Private Limited is a new company founded by Sachin Goel, Vishal Chaudhry and Gaurav Sharma to run the Johnny Rockets franchise in India. With vast experience in the hospitality and finance industries, the three entrepreneurs bring unique areas of expertise to this new business venture. Goel and Chaudhry previously helmed a company called Restaurant Concepts that



owned and operated a restaurant and bar in Gurgaon, a suburb of Delhi, and currently develop leisure properties with vacation ownership opportunities in Goa and Delhi. Sharma has a finance background, and has been

in investment banking and private equity for more than 10 years in both the US and India.

"There is a large, growing segment of upper middle class and middle class Indians with a high propensity to eat out," said Goel. "With its menu of all-American favorites, timeless ambiance and engaging dining experience, Johnny Rockets will satisfy a consumer need for a quality product in the QSR and Casual Dining arenas."

According to a recent Rabobank Food & Agribusiness Research report, the QSR segment in India is expected to grow at a compound annual growth rate of 30 percent until 2015. This growth is three times that of the Indian foodservice sector as a whole, and is attributed to a younger population, larger disposable incomes, higher rate of urbanization and exposure to western lifestyles,

among other factors. The National Restaurant Association of India also reports that 50 percent of consumers dine out at least once every three months.

"With a population of more than 1.2 billion, second only to China, there is a tremendous audience for our all-American dining experience," said Steve Devine, President of Johnny Rockets International. "Johnny Rockets has successfully built a mid-level niche between the QSRs and Casual Dining restaurants by offering a high-quality, competitively priced product with a full-service experience. The family-friendly environment, classic music, Modern Americana décor and dancing servers associated with Johnny Rockets worldwide further contribute to our unique niche, and should be of great interest to our Indian guests."



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