

TODAY'S GROCER

© TGLLP / Volume 56 / No. 1

www.todaysgrocer.com

THE NATION'S MOST HIGHLY HONORED FOOD TRADE PUBLICATION

Price \$8.00

Joseph Unanue



JOSEPH UNANUE

Former President of Goya Foods Passes Away

The national and international food industry join in mourning the passing of Joseph Unanue, former president of Goya Foods, Inc. who died, June 12, at his home in Alpine, New Jersey, at the age of 88.

"We lost a great man and a dear member of our family, who will be missed greatly," said Bob Unanue, current president of Goya Foods. "Uncle Joe always believed in the importance of family, which helped us to lay down the foundation of what Goya stands for. He was an iconic businessman not only within the food industry, but, among

Continued on PAGE 28

McCormick Names Kurzius President



LAWRENCE KURZIUS

McCormick & Company, a global leader in flavor, has announced the appointment of Lawrence Kurzius to the role of President, Global Consumer and Chief Administrative Officer.

In this role, Kurzius will have the responsibility for McCormick's consumer business globally as well as several of the company's corporate functions including IT, Supply Chain, R&D and Quality Assurance. Kurzius will also chair the Global Consumer Strategy Council in his new role.

Kurzius, who had previously served as President, McCormick International, joined McCormick in 2003 with the acquisition of Zatarain's, where he was President and CEO. He has also served as President of the US Consumer Products business, and

Continued on PAGE 28

Walmart Neighborhood Market

New Neighbors

Walmart Brings its Smaller Format to Deerfield Beach

LOOVENDJY JOSEPH
Assistant Manager

SHANE THOMPSON
Assistant Manager

DEBBIE MARTORANO
Store #3401 Manager

SHERLIE TELUS
Assistant Manager

JAMES DeCOSTA
Assistant Manager

2

John Metz Receives Foodservice Industry's Top Honor

9

Remembering **Francis Bailey**
1921-2013

14

Whole Foods Market Revs Up With Motor City Opening

22

Meijer Celebrates 200th Store Opening

A Real Company For Real Merchants

...with real solutions
info@tecnicasystems.com

PRINTED IN THE U.S.A.
U.S. POSTAGE
PAID
PERMIT NO. 7615
MIAMI, FL 331

1000'S GROCER
P.O. BOX 430760
SOUTH MIAMI, FL 33243-0760
Change Service Requested

Gold Plate Award

John Metz Receives Foodservice Industry's Top Honor

John C. Metz, Jr., CEO, Executive Chef and Co-Founder, Sterling Hospitality, was named the Gold Plate Award winner by the International Foodservice Manufacturers Association (IFMA) on May 20 at Chicago's historic Great Hall at Union Station. Metz, nominated by The Coca-Cola Company and Ecolab, was one of eight outstanding operator executives who were eligible for the award after receiving the IFMA Silver Plate award in February. He represents the Independent Restaurants/Multi-Concept segment.

"I'm proud to accept this recognition on behalf of the 859 employees in our company in Florida and Georgia. They are spectacular people and they are unbelievable resources," said Metz. "They are the true recipients of something like this."

It was a special night for the Metz family. Metz is carrying on his father's legacy by being the second in his family to receive a Silver Plate award. His father, John C. Metz, Sr., received the award in 1979 in the Foodservice Man-



■ JOHN METZ

agement category.

Now in its 59th year, IFMA's Gold & Silver Plate Awards are considered the most coveted operator awards in the foodservice industry. The awards pay tribute to leading foodservice operators who have contributed to the advancement of their individual segments and the foodservice industry as a whole.

In addition to Metz, the 2013 Silver Plate recipients include: Jay Silverstein (Business & Industry/Foodservice Management), Harald Herrmann (Chain Full Service/Multi-Concept), Don Fox (Chain Limited Service), Ken Toong (Colleges & Universities), Julia Bauscher (Elementary &

Continued on PAGE 28

Land O'Lakes Exec. VP

Beth Ford to Keynote Women in Agribusiness Summit

Beth Ford, executive vice president and chief supply chain and operations officer at Land O'Lakes, will deliver a keynote address at the second annual Women in Agribusiness Summit, which will be held at the Hyatt Regency in Minneapolis, MN., October 22-24.

Ford's presentation, "Agribusiness: A Great Growth Industry," will explore why food production will be a growth industry for the coming decades, as well as an excellent destination for career growth. Additionally, Ford will discuss how agribusiness can capture market opportunities arising from population growth and increasing demand for food worldwide.

"Beth is sure to be an inspiring speaker due to her expansive role at Land O'Lakes and decades-long career as a senior executive," said Joy O'Shaughnessy, director of Women in Agribusiness Initiatives at HighQuest Partners, the globally-recognized consulting and events firm that hosts the summit. "She can speak from first-hand experience about the role women play in the growth of the Ag industry and why it is the perfect destination for am-



■ BETH FORD

Continued on PAGE 28

PMA Announces New COO, Strengthens Senior Leadership



■ TONY PARASSIO



■ MARGI PRUEITT

At its June 4th meeting in Denver, CO., Produce Marketing Association (PMA) announced a strengthening and greater integration in the senior staff leadership of the association and its Foundation. Addressing the board of directors, PMA President and CEO Bryan Silbermann told of new responsibilities for Tony Parassio and Margi Prueitt, two current members of the association's senior management team.

"I'm pleased to share that Tony Parassio has been promoted to chief operating officer," said Silbermann. "During his time with PMA, he's demonstrated unparalleled leadership with our staff team and with members world-wide. Tony's been instrumental in laying our strategic roadmap for creating and delivering value to PMA's members around the globe, including our floral members. He's also played a key role in developing and implementing the association's governance model, engaging more than 400 volunteer leaders from across the fresh produce and floral supply chains. Most recently, he's played a key role leading discussions for the renewal of the strategic plan for PMA and its Foundation."

Parassio joined PMA in 2008 as the vice president of business development, and in 2010 was

Continued on PAGE 28

United Supermarkets Presents \$5,000 to Junior Achievement

United Supermarkets recently presented Junior Achievement of Abilene a check for \$5,000 as a result of its partnership with Abilene Christian University athletics. The dollar amount was raised through this past season's performances in men's and women's basketball, baseball and softball, with United donating \$5 for every 3-pointer and strikeout.

United also agreed to donate an additional \$25 per Wildcat touchdown to Junior Achievement during ACU's 2013 football season.

"It's a win-win situation any time we can engage in a meaningful program that benefits the youth of Abilene," said ACU Director of Athletics Jared Mosley. "United shares our vision of making a positive impact in the lives of others, and I'm incredibly thankful the difference

Continued on PAGE 28



■ UNITED SUPERMARKETS recently presented a check for \$5,000 to Junior Achievement of Abilene as the result of its partnership this year with Abilene Christian University athletics. Pictured are Shaun Martin, executive director of Junior Achievement of Abilene; ACU athletics staff members Julie Goodenough (women's basketball), Joe Golding (men's basketball), Jared Mosley (director of athletics), ACU head softball coach Bobby Reeves (softball), and Britt Bonneau (baseball); and Eddie Owens, United Supermarkets director of communications and public relations.

New 67K ShopRite to Open in Newark, N.J.

Tucker Development Corporation has signed a 67,000 sq. ft. lease with the Wakefern Food Corp. retail cooperative, the merchandising and distribution arm for ShopRite stores, to open a new supermarket at Springfield Avenue Marketplace in Newark, one of New Jersey's most highly anticipated urban, mixed-use developments.

Featuring 125,000 sq. ft. of retail space, Springfield Avenue Marketplace is the city's largest new retail development. As anchor tenant, ShopRite will service the shopping needs of approximately 280,000 Newark residents, 180,000 members of the city's workforce and

60,000 college students and faculty.

In addition to retail, Springfield Avenue Marketplace will feature approximately 150 residential apartments and is poised to play a key role in Newark's continued renaissance, as well as serve as a significant job creator. The development is expected to create approximately 240 construction jobs and almost 400 full and part-time jobs.

"This announcement is wonderful news for our city," Newark Mayor Cory Booker said. "Newark residents de-

Continued on PAGE 28

Kroger's John Hackett Retires

Mid-South Div. President

The Kroger Co. has announced the retirement of Mid-South Division President John Hackett. John began his career with Kroger in 1963 as a store clerk in London, Ohio working his way through college at The Ohio State University. Following graduation he entered the Kroger management training program in 1968 which led to a variety of marketing and operations roles in the Columbus and Indianapolis divisions. In 1984, John was promoted to Director of Merchandising of the Louisville division.

In 1990 he was promoted to division president where he oversaw the merger of the Louisville and Nashville divisions to create the Mid-South division.

According to Kroger President and Chief Operating Officer Rodney McMullen, "During his 50-year career, John has consistently demonstrated his passion for and commitment to our associates, our customers and our local communities. In addition to being a great executive, John is a first class human being and person. When you define a gentleman the definition is John Hackett. We thank John and his wife Kay

Continued on PAGE 28

TODAY'S GROCER

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

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

PEDRO PENTON
Publisher
DENNIS KANE
Editor
VANESSA ACOSTA
Dir. of Sales & Marketing
LEO MORELL
Graphic Designer



Each month over 20,000 copies of TODAY'S GROCER are distributed to chain and independent retailers (of all sizes) at both headquarter and store levels, as well as manufacturers, brokers, wholesalers, distributors, and other allied members of the trade. To subscribe, or for advertising information, call or write our business office or visit our website.

All signed articles published in this paper represent solely the individual opinion of the writer and not necessarily those of TODAY'S GROCER.

SUBSCRIPTION RATES: 1 Year: \$59.00 | 2 Years: \$98.00 | 3 Years: \$135.00



Tú pones la diversión y nosotros el sabor

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

Fajitas de Carne

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

Ingredientes

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

Para el Aderezo:

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

Instrucciones

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



© 2010 Goya Foods, Inc.

Descubre más recetas en goya.com

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

4 Produce



Sweet Georgia Peach Season is Here

Growers expect outstanding season



Sweet Georgia Peaches are arriving at your store. This year's crop is expected to not only be delicious, but also, abundant.

As the quintessential summertime fruit, it's no surprise that this season's peak months are expected to continue through mid August. "It's going to be a great year for Georgia Peaches," said Will McGehee of the Georgia Peach Council. "We expect this year's crop to surpass last year's and the quality of the peaches

will be outstanding."

To extend its consumer awareness and education efforts, the Georgia Peach Council is scheduling a number of television cooking demonstrations throughout the campaign, and has created a "Georgia in July" retail kit for use by strategic partners in target markets throughout the Southeast, Northeast and Midwest. The kit includes point of sale merchandising display bins highlighting freestone peaches, Georgia Peaches farm market bags, recipes and nutritional information.

The creation of a Facebook application was so successful last season, Georgia Peaches will offer it to retailers for use in social media campaigns. The unique Facebook application allows consumers to send a "virtual" Georgia Peach to sweeten someone's day. Retailers can now share the app on their web and social media sites, and consumers can also access the app by logging onto the Georgia Peach Council's Facebook Page at <http://www.facebook.com/SweetGeorgiaPeaches>.

Additionally, Big Fuzzy, the Council's peach mascot, will greet attendees and runners at this year's Peachtree Road Race, held each July 4 in Atlanta, Georgia. The estimated 60,000 runners who cross the finish line will be rewarded with a Sweet Georgia Peach. Photos taken with the mascot will be uploaded onto the Council's Facebook page.

Walmart Launches Fresh Produce Guarantee

Grocer recommit to guaranteeing customers the freshest fruits and vegetables, announces changes across sourcing, training and operations.

Walmart announced new efforts that will ensure the quality and freshness of the fruits and vegetables that it offers customers. The retailer is standing behind this promise by rolling out a 100 percent money-back guarantee* and making changes across produce sourcing, training and operations.

"We're listening to our customers and delivering on our promise to offer great produce at the most affordable price," said Jack Sinclair, executive vice president of the food business for Walmart U.S. "We are so sure our customers will be pleased with the fruits and vegetables they buy in our stores, they can receive a full refund if they aren't completely happy."

The retailer's initiative includes: Delivering produce from farms to store shelves faster by purchasing fruits and vegetables directly from growers and leveraging Walmart's produce experts, distribution centers and trucking systems; Executing independent weekly checks in its more than 3,400 Supercenters, Neighborhood Markets and Express Stores that sell produce; and, Launching Fresh Produce Schools and other expanded training programs to 70,000 associates.

"Walmart has always been focused on providing its customers with top-



■ **WALMART** recently launched a produce training program for 70,000 associates. The program features a new produce school where associates – including store managers, market managers and produce department managers from every Walmart store in the U.S. – learn more about handling fruits and vegetables.

quality fruits and vegetables, including our Cuties brand," said Beme H. Evans III, chairman of Sun Pacific, a Walmart produce supplier. "As a direct result of how Walmart has stored and handled our product, both Cuties and our Ripe and Easy Kwis have been tremendous sales success stories at Walmart."

To improve quality and freshness, Walmart has hired produce experts to work directly with farmers in the key growing regions where the company has produce-buying offices. Building long-term partnerships with farmers while having Walmart associates in the regions – and in the fields everyday – where produce is grown has made it possible for Walmart to select farmers who grow the best fruits and vegetables. As part of this program, Walmart works closely with local growers in the U.S. to fulfill its commitment to double the company's sales of locally grown produce by December 2015.

Walmart's produce offices, com-

bined with Walmart's advanced supply chain and efficient trucking network, have enabled the retailer to decrease the days needed to get produce from growers to individual stores. Reducing the number of days produce is in transit has made it possible for Walmart to deliver a fresher product to customers so it lasts longer at home.

Independent teams responsible for checking Walmart produce departments are going into stores each week to ensure only the freshest fruits and vegetables are on Walmart store shelves. Results are reported to every level of store management. Through this program, Walmart is benchmarking itself and its competitors week over week.

Walmart recently launched a produce training program for 70,000 associates. The program features a new produce school where associates – including store managers, market managers and produce department managers from every Walmart store in the U.S. – learn more about handling fruits and vegetables. Associates are also equipped with quality guides that clearly illustrate how to identify top produce.

"Empowering our associates with the tools to guarantee our produce quality is a critical component to our 100 percent money-back guarantee," said Sinclair. "These efforts, combined with the weekly produce checks and operational changes, will ensure our customers bring home the freshest fruits and vegetables."

**If customers are not completely satisfied with Walmart's produce, they can bring back their receipt for a full refund. No questions asked and no need to bring back the produce.*

Cuties Trademark Sold

Paramount Citrus, America's largest citrus grower, today announced the acquisition of the Cuties trademark by Sun Pacific as part of a strategic move by Paramount and Wonderful Brands to oversee all facets of the production, sale and marketing for most of the country's California mandarin crop.

Paramount Citrus will partner with Fowler Packing, a significant and well-known mandarin grower and processor based in Fresno. Together, the two companies will grow, process, market and sell more than 60 percent of the country's California mandarin crop.

Paramount Citrus will make a substantial, mul-

tiyear marketing and advertising investment to build a stronger brand for mandarins under the "Wonderful" label. California mandarins sold by Paramount Citrus will be available in stores under a new name this November.

"It's important for us to control our own destiny and oversee all production, marketing and sales, so we can guarantee our customers the unsurpassed taste and quality they've grown to expect," said Paramount Citrus President David Krause. "We'll continue to lead the market as we grow, process and sell this uniquely delicious fruit."

Paramount Citrus ends its joint venture with the commodity grower Sun Pacific this summer. With

14,000 acres of mandarin orchards located primarily in California's San Joaquin Valley, Paramount Citrus will remain the industry's largest grower of the sweet, seedless fruit.

Wonderful Brands is currently the fastest-growing brand in America's produce aisles. Its portfolio includes POM Wonderful, Wonderful Pistachios, Wonderful Almonds, and Wonderful Almond Accents. In addition to California mandarins, Paramount Citrus also will begin selling sweet Texas red grapefruit under the Wonderful label this fall.

Both Paramount Citrus and Wonderful Brands are part of the Roll Global family of companies.



"Growing Your Company by Financing Your Business"

Miami Produce Exporter/Consolidator

We specialize in the exporting of the freshest quality produce, meat, dairy and dry goods for all your Caribbean and International Shipping needs.

Directfresh
marketing

6796 Lantana Road, Lake Worth, FL 33467

Tel: 561-967-9655 • Fax: 561-967-9614 • Email: info@directfreshmarketing.com • www.directfreshmarketing.com



the best produce under the sun

At Sun, we work hard to earn our reputation for excellence

Sun International Produce is the leading exporter of fresh premium produce in the international marketplace. Sun City Produce is the leading distributor of fine produce in the southeastern U.S. With over 100 years of experience, we provide the best quality produce to our customers. Located in South Florida, the gateway to the Caribbean and Latin America, the Sun Companies maintain an enhanced leadership position in the domestic and international marketplaces.

Our commitment to your satisfaction is unrivaled in the industry.

Our commitment to providing "the best produce under the sun" is equaled only by the knowledge and energy of our on-site inspectors, the expertise of our administrative staff, and the experience and skill of our customer service personnel. Your satisfaction is important to us. Your order will receive our full attention and will arrive on time and in excellent condition.

Your satisfaction is always our top priority.



Offering the newest, largest, most state-of-the-art produce facility in the southeastern U.S.!



OUR FACILITIES FEATURE

- 144,000 square feet of refrigerated warehouse space
- Temperature controlled loading area to maintain cold chain
- The capacity to handle over 200 loads of produce at a time
- A great location! We're near all international airports, major ports and expressways
- Back-up generators – we're never without power!



OFFERING YOU QUALITY PRODUCE AND FULL RETAIL ASSISTANCE

*We can help build your business.
Please call now to learn more to or place your order.*

exclusive distributors for



2230 SW 2nd Street • Pompano Beach, Florida 33069 • Tel: 954-972-8383 • Fax: 954-545-6495
www.sunexp.com • www.suncityproduce.com

6 Meat

Johnsonville Debuts Two New Smoked-Cooked Sausage Varieties

Pepper Jack Cheese, Mushroom & Swiss Offered

Just in time for grilling season, comes two new smoked-cooked sausage flavors from Johnsonville: Pepper Jack Cheese and Mushroom & Swiss Cheese. These two new naturally smoked-cooked sausage varieties will be available nationwide in select grocery stores through Labor Day.

Real mushrooms and Swiss cheese deliver savory flavor, while the union of creamy Monterey Jack cheese, sweet peppers and jalapenos provide a zesty taste for smoked-cooked sausage fans. Both products are made with only premium cuts of pork and are gluten free. And unlike most other fully-cooked sausage products, these products are made with no fillers.

Pepper Jack cheese has become increasingly popular, according to



Datassential, a restaurant market-research firm. They report that this menu offering on fast-food sandwiches has jumped more than 37 percent over the past four years, and its availability as a menu offering on fast-food burgers has grown more than 56 percent in the same period. While the popular combination of mushroom and Swiss has been a favorite for decades on burgers, Johnsonville is bringing that taste to its smoked-cooked sausage products.

"Bringing flavorful, unique smoked-cooked sausage varieties is something our customers have come to expect from Johnsonville, and we're pleased to bring these new and fun, limited-time offer flavors for the 2013 grilling season," said Chris O'Toole, Johnsonville Sr. Brand Manager. "These special blends include ingredients that are visible in the sausage and are sure to complement the Johnsonville line of smoked-cooked sausage products."

Rancher's Reserve Beef Cup Takes to the Circuit for 2013 Season

With summer grilling season heats up, the country's collective taste buds turn to steak. This year, world-class barbecue professionals from the Kansas City Barbecue Society are being challenged to create their best and most creative top sirloin dishes for fame and fortune in the Rancher's Reserve® Beef Cup. The Rancher's Reserve Beef Cup will be featured at 10 select KCBS competitions across the nation.

As a KCBS fifth category competition, Rancher's Reserve beef is giving barbecue competitors the opportunity to prove their beef mastery, using an up to 6 pound top sirloin cut purchased from a Safeway retailer.

"The world of competition barbecue is exploding in popularity, and Rancher's Reserve beef is excited to be partnering with some of the best culinary professionals that KCBS has to offer," said Jim Sheeran, Vice President, Corporate Meat Merchandising for Safeway, Inc. "We're looking forward to seeing the amazing recipes and dishes created using our versatile and flavorful top sirloin cut."

The Kansas City Barbecue Society is the world's largest organization of barbecue and grilling enthusiasts with more than 16,000 global members and 400 sanctioned contests from coast-to-coast throughout America.

"We're extremely excited about the return of the Rancher's Reserve Beef Cup," said Carolyn Wells, Executive Director of the Kansas City Barbecue Society. "The Rancher's Reserve Beef Cup will allow KCBS competitors the ability to win bonus prize money at each tour event and collect points for the grand prize at the end of the year. It's excitement and fun all year long."

To participate in the Rancher's Reserve Beef Cup, competition barbecue teams must first be enrolled in one of the 10 designated KCBS sanctioned regional events included in the Rancher's Reserve Beef Cup series – which began on May 10, in Long Beach, CA, at the West Coast BBQ Classic, and culminates in Las Vegas, NV, at the World Food Championships on November 7. Up for grabs this year is a piece of the \$21,000 total prize purse and serious Beef Cup bragging rights.

Quantum Trimmer System Introduced

Bettcher Industries, Inc. has announced the introduction of the Quantum Trimmer System. This new system, the result of years of research and rigorous field testing, represents the most powerful, productive and profitable meat trimming solution ever offered to the industry.

The new Quantum System delivers the lowest long-term cost of operation along with increased meat yields.

According to Don Esch, President, the Quantum Trimmer System has been engineered "from the ground up," thereby making meat trimmers easier and more intuitive to use. "Not only are we introducing a system that delivers higher meat yields than ever before, we've engineered a system that's easy and uncomplicated to use. It requires less operating training, it has more safety features, and it's much easier to maintain," Esch said.

In addition to these benefits, the Quantum System contains fewer components, thereby reducing replacement parts costs and simplifying inventory management.

The Quantum System includes a newly designed motor. The Quantum High-Speed Motor is engineered to provide smooth, effortless operation – no matter what type of trimming procedure is being performed.

The Quantum Trimmer System is being introduced in two lines. The Q1000 line includes four trimmer models featuring larger blades for applications such as defatting hams, strips and loins, skin patching, primal fat shaping, and contamination trim.

The Q620 line includes three trimmer models featuring smaller angled, hooked and straight blades ergonomically optimized for applications such as recovering lean meat from neckbones and other bones as well as poultry thigh and leg deboning.



NEW QUANTUM TRIMMER SYSTEM from Bettcher Industries increases meat yields while improving working productivity and safety.



SUNDAY BACON in reduced packaging.



ORGANIC SUNDAY BACON – old packaging.

Applegate Has Shrinks Its Packaging, Not Its Bacon!

APPLEGATE, Changing the Meat We Eat®, is also changing its packaging to reflect product trends and with an aim at consumer benefits. Benefits of the new packaging pictured here, will include a 37% reduction in plastic due to reduced packaging size and packaging weight.

More than one-third (35%) of Americans would pay more for environmentally friendly products, according to Mintel research. The number of Natural & Organic meat eating households have increased 33% since 2008, according to Applegate and SPINS data.

Applegate Bacon is #1 in the Natural Channel and growing.

Major Progress Made in Enhancing Ready-to-Eat Meat and Poultry

Manufacturers of ready-to-eat meat and poultry products have dramatically improved the safety of their products during the last decade and plan to use what they have learned in battling this pathogen to make further process in the years to come, according to AMI Foundation Chief Scientist Betsy Booren, Ph.D. Booren made her remarks yesterday in a public meeting sponsored by USDA's Food Safety and Inspection Service (FSIS) and the Food and Drug Administration (FDA) to discuss an Interagency Risk Assessment of Listeria monocytogenes in Retail Delicatessens that the two agencies released last week.

According to Booren, the processed meat and poultry industry's efforts to identify food safety strategies and to share research and best practices related to L. monocytogenes prevention and control have been key factors in preventing listeriosis outbreaks linked to meat and poultry products. No ready-to-eat meat and poultry product recalls have been triggered by listeriosis outbreaks since 2003 and listeriosis cases from all foods (not just meat and poultry) have declined steeply since 2000, according to Centers for Disease Control and Prevention data. Booren called these facts a true "triumph" of the industry's non-competitive approach to food safety.

AMI's Board of Directors in 2001 voted to adopt a non-competitive approach to food safety challenges to encourage Institute members to

share strategies and technologies that enhance food safety. Since 1999, AMIF has funded 42 research projects total approximately \$2.9 million focusing on how to reduce and eliminate Listeria monocytogenes in RTE products. In addition, since 2000, AMIF had held more than 25 peer-taught workshops on Listeria control and prevention attended by more than 1,600 people. AMIF also created detailed equipment and facility design principles to encourage the design of both equipment and facilities in ways that optimize sanitation, which is one of the most critical Listeria control strategies. "Together, these efforts have transformed our ready-to-eat meat and poultry product food safety profiles," she noted.

Booren thanked FSIS and FDA officials for the data contained in risk assessment and for their transparent approach. "The risk assessment and the data it contains allow us to evaluate if our food safety process management systems are working," she said.

"We believe collaboration is a model for success, which is why we have partnered with the Food Marketing Institute, its Foundation and its retail members and will continue to do so," she concluded. "We are all part of the food safety chain, and our meat and poultry processors are willing to meet with the retailers, share our experiences and develop partnerships to ensure the products we produced are safe and wholesome."

Publix Celebrates Opening of First Mobile, AL Store

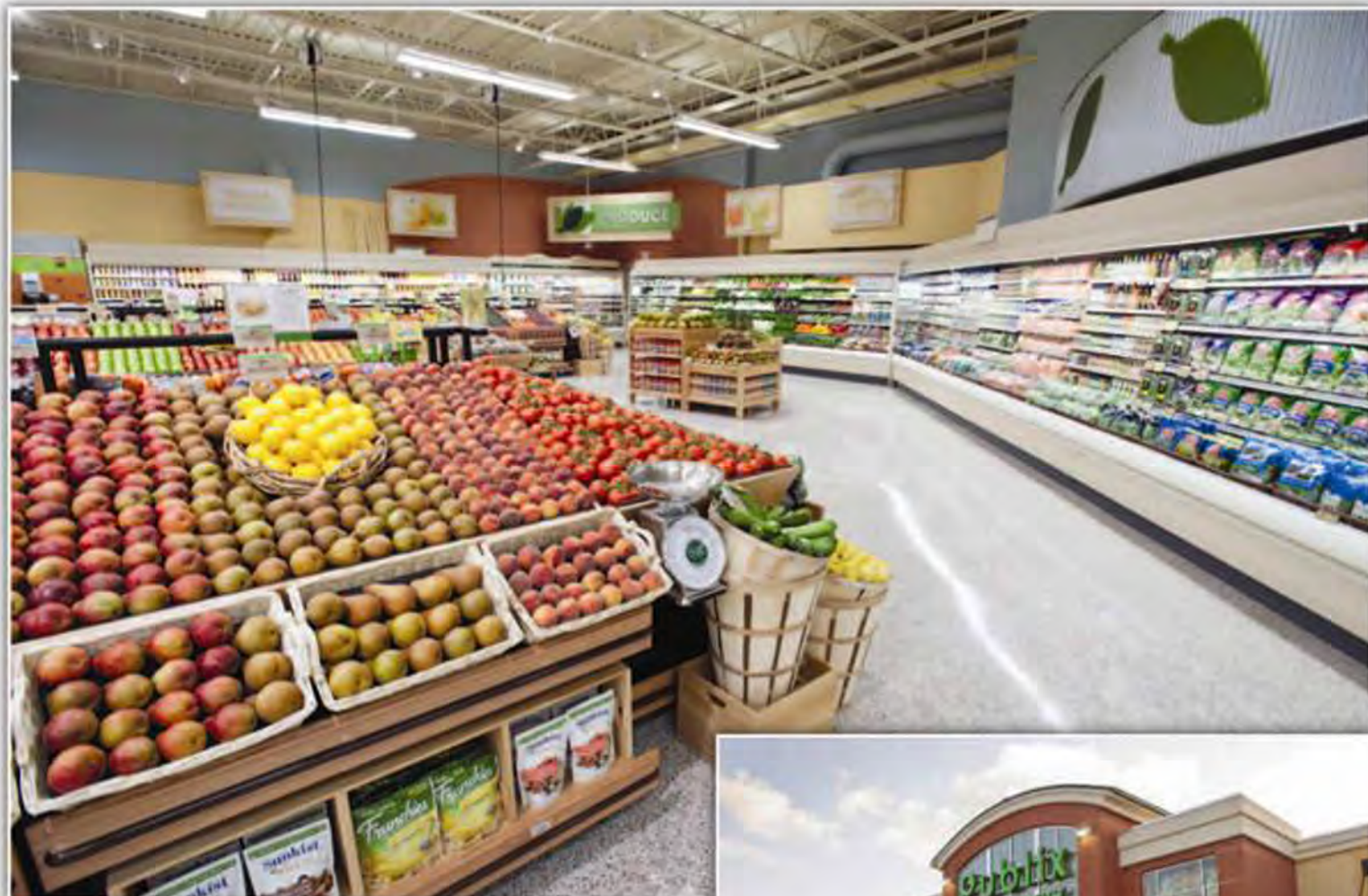
A TODAY'S GROCER
Special Report

Publix Super Markets celebrated the Grand Opening of its first Mobile, AL store on Wednesday, April 24. The official grand opening of the store took place at 8 a.m. A special pre-opening ceremony was held at 7:40 a.m. The public joined with Mobile Mayor Sam Jones, Mobile City Council representatives, Mobile County officials, and the Reverend Jeff Spiller of Christ United Methodist Church for the Grand Opening celebration. The brand new 45,600 sq. ft. store is located in the Hillwood Plaza Shopping Center at 2370 Hillcrest Road.

"Finally, we see the completion of hard work from several community and business partners in bringing a new Publix to the beautiful city of Mobile. We are very excited about the opportunity to serve and to be a part of the local community," Dwaine Stephens, Media and Community Relations, Manager Publix Super Markets told TODAY'S GROCER.

White-Spinner Realty developed the retail project, which includes an additional 28,850 sq. ft. of retail space. Joining Publix in the Hillwood Plaza Shopping Center are Papa Murphy's Take-N-Bake; Tackle This, Shoot That; and opening soon will be Pet Supermarket, Hillcrest Urgent Care, Cuts By Us, Nail Boutique and Spa and others.

"We're so pleased to welcome



■ **PRIDE OF MOBILE** – Publix Super Markets has entered the Mobile, Alabama market with the opening of store #1436, April 24 in the Hillwood Plaza Shopping Center.

Publix Super Markets to Mobile. It's a much-anticipated day for many resident shoppers," enthused Matt White, President, White-Spinner Realty.

White-Spinner Construction provided site development services. Zito and Russell Architects and Rester & Coleman Engineers also partnered on this project.



■ **PUBLIX SUPER MARKETS CEO Ed Crenshaw** (center left) presents the key to Store #1436 to Store Manager Chad Blanton (center right) along with (left to right): Scott Brubaker, Vice President-Retail Operations (Jacksonville Division), Ed Betts, District Manager (Jacksonville Division), David Phillips, Publix Super Markets CFO, and Brett Sloan, Regional Director of the Jacksonville Division.



■ **PUBLIX SUPER MARKETS CEO Ed Crenshaw** greets Mobile residents prior to the opening of the new Hillwood Plaza location.



■ **STORE TEAM** – Publix Super Markets CEO Ed Crenshaw and Publix Store #1436 Store Manager Chad Blanton are surrounded by Store #1436 team members, prior to the opening of their new store located in the Hillwood Plaza Shopping Center.



■ A popular feature of the new store will surely be the Seafood Department.



■ A view of the meat department at the back of the store.



■ **APRONS Simple Meals** booth.



■ **Pharmacy Drive Thru.**

8 Grocery

Oregon Seafoods'

Sea Fare Pacific Now Offering Soups and Sauces



Oregon Seafoods, now in its third year producing natural, wild-caught albacore tuna and sockeye salmon, is introducing six soups and sauces to complement the Sea Fare Pacific brand offerings.

The new 9 oz. Sea Fare Pacific seafood pouch products provide consumers with the following convenient, shelf-stable meals: West Coast Cioppino, Smoked Salmon Chowder, Seafood Bisque; and three albacore curries: red, yellow and green. The MSRP for these products is \$7.99.

In addition to developing a unique, premium pouch product, Oregon Seafoods is meeting an increasing consumer demand for local and sustainably caught foods. The seafood items are also gluten free, which is a growing need for people suffering from gluten sensitivities.

Oregon Seafoods supports standards that promote certified sustainable efforts such as Dolphin Safe, Line Caught, BPA Free, Small Footprint and non-GMO. It also promotes West Coast fishing families, which includes line-catching its albacore off the pristine Oregon, Washington and California coastlines one at a time with a hook and line to keep the earth and ecosystem safe.

Bosco Debuts Mocha Flavored Syrup



For the first time in nearly a decade, Bosco, America's beloved chocolate syrup, has announced a new flavor: Bosco Mocha. Bosco Mocha is the first-of-its-kind syrup made with real coffee extract and cocoa.

Like the original, Bosco Mocha comes in a 22 ounce squeeze bottle, is all-natural and vitamin-fortified. It's perfect on ice cream, in milk shakes, coffee and more.

"This is our first new flavor in nearly a decade and we're thrilled to be the first to create a syrup that combines real coffee and cocoa to create an authentic mocha flavor," says Scott Sanders, vice president,

Bosco. "We're confident that Bosco Mocha will be almost as popular as Bosco Chocolate."

Created in 1928, Bosco Chocolate Syrup is sold Worldwide. In fact, nearly a year ago, Bosco Chocolate made its Wal-Mart debut introducing a younger generation to America's favorite syrup. In addition as part of its brand extensions, Bosco also introduced a line of all-natural premium 3.5 ounce milk chocolate bars. The MSRP is \$1.99 to \$2.49.



Triscuit Launches Brown Rice Crackers

Triscuit, the cracker boasting a century-long commitment to wheat, has launched a new line of crackers made from real food ingredients. Brown Rice Triscuit starts with 100 percent whole grain brown rice and wheat and weaves in pieces of delicious sweet potato or red beans bringing a new taste to the mainstream cracker aisle.

By introducing brown rice to its wheat cracker, these new Triscuit crackers offer a lighter texture with a crispier crunch. The crackers are baked with delicious real ingredients and seasonings and are available in the following five

flavors: Brown Rice Triscuit seasoned with Tomato & Sweet Basil; Brown Rice Triscuit seasoned with Sea Salt & Black Pepper; Brown Rice Triscuit baked with Red Bean seasoned with Roasted Red Pepper; Brown Rice Triscuit baked with Red Bean seasoned with Savory Red Bean; and Brown Rice Triscuit baked with Sweet Potato seasoned with Roasted Sweet Onion.

"Triscuit is beloved and trusted for its commitment to simple, wholesome ingredients, but we know our enthusiasts are eager for variety in flavor and texture," says Katie Williams, Senior Mar-

keting Director at Mondelez International. "Brown Rice Triscuit offers a distinctive taste, accessible to everyone, using exciting, real ingredients like red beans and sweet potatoes."

Triscuit remains committed to producing products baked with 100% whole grain with new Brown Rice Triscuit, which contains 21g of whole grain per 29g serving. Additionally, the new line of crackers is free of high fructose corn syrup, hydrogenated oil, cholesterol and artificial flavors. Brown Rice Triscuit sell for a suggested retail price of \$3.69.

New Herdez Mexican Cooking Sauces Provide Shortcut to Traditional Mexican Cooking

As the trends of authentic flavors and convenience continue to simmer, Mexico's No. 1 selling salsa brand has introduced a line of Mexican Cooking Sauces that make it easier for people to enjoy their favorite authentic Mexican dishes in a fraction of the time: a difference of minutes versus hours. As the demand for more authentic and sophisticated Mexican cuisine increases and consumers have less time to cook, this unique new product provides a solution. Herdez Mexican Cooking Sauces are the next 'evolution' of authentic Mexican cooking at home.

The Herdez Mexican Cooking Sauces are versatile and easy to use. With these new Mexican Cooking Sauces, consumers can simply add the sauces to any protein and simmer for 7-10 minutes for a quick meal, or they can use the sauces as an ingredient in a more complex dish as their time allows.

The authentic flavors in the Herdez Mexican Cooking Sauces come from the rich, fragrant flavors of chile peppers used as the base. Chile peppers are at the core of Mexico's contributions to the culinary world and are used for adding flavor more than heat. Consumers, who are not seekers of spicy foods, need not fear this new line of Mexican Cooking Sauces because they are focused on flavor.



Herdez Mexican Cooking Sauces are currently available at Los Angeles area Albertsons stores with increased distribution scheduled for June in Wal-Mart stores nationwide. The suggested retail price is \$3.49 for a 12-ounce jar (4 servings).

Herdez Mexican Cooking Sauces available in the following varieties:

- **TRADITIONAL CHIPOTLE** - Chipotle simply means "smoked chili pepper." Brown and shriveled chipotles provide a warm, smoky flavor. Combined with the sweet tang of tomato, onion and vinegar, the Herdez Traditional Chipotle Sauce delivers a deliciously authentic taste.
- **ROASTED PASILLA CHILE** - Named for its dark, wrinkled skin, the Pasilla Chile is rich in flavor, yet mild in

heat. A wonderful blend of tomatoes, onions, and garlic accompany the chile to create the hearty Herdez Roasted Pasilla Chile Sauce.

- **RED GUAJILLO CHILE** - The Guajillo Chile's thin, deep-red flesh delivers a delicious green tea flavor with slight berry overtones. Combined with vine-ripened tomatoes, the Herdez Red Guajillo Chile Sauce has a tangy, fruity finish with mild heat.

- **TOMATILLO VERDE** - The Tomatillo is a staple in Mexican cuisine. Its green color and tart flavor are its most distinguishing features. A vibrant and zesty blend of tomatillos and chilies combined with a hint of cilantro give the Herdez Tomatillo Verde Sauce its complex flavor and medium heat.

New Hardwood-Smoked Snack Sticks from Old Wisconsin

Smoked slowly over a real hardwood fire, Old Wisconsin has introduced a tasty new lineup of Snack Stick products available in a variety of sizes and flavors. Perfect for all snack occasions, Old Wisconsin's Snack Stick products feature a unique blend of natural spices and our real hardwood-smoked flavor, and are a great source of protein.

Building on the strength of Old Wisconsin's meat snack product line, the new selection of Snack Stick products includes the following items: 1.5-oz. Original Snack Stick, 2.5-oz. Original Twin Stick, 2.5-oz. Turkey & Cheddar Smoke Stack, and 1.0-oz. Turkey & Cheddar Smoke Stack.

Old Wisconsin's Snack Stick products are ready to eat for on-the-go snacking and a great impulse item.



Nazareth Secret Shares the Flavors of the Holy Land with its Fine Foods

Now Offers Gourmet Foods, Including Honey and Dates & Halva Spread to North America

Nazareth Secret, a family-owned and operated company with a growing line of products from the ancient city of Nazareth Israel, is now expanding into North America. Its two signature products — Nazareth Secret Honey and Nazareth Secret Dates & Halva Spread — are now available for distribution to North American markets. The company's honey is made from summer Star Thistle blossoms from Nazareth and its surrounding region, an area often associated with "the cradle of Christianity." Nazareth Secrets products meet all U.S. FDA standards.

In addition to its honey, Nazareth Secret also produces a Silan Dates & Halva syrup spread. Halva is a much-loved Middle Eastern confection made with sesame seeds. Silan date syrup is traditionally thought of as the source for the Biblical reference to Israel as the "land of milk and honey." Nazareth Secret Honey and Date & Halva Spread will soon be joined by other food products, based on regional recipes, which have been passed from generation to generation. A line of honey-based cosmetics and other natural products is also in development and will be introduced in the near future.

Nazareth Secret was founded by 25-year Nazareth resident Dr. Noga Langer. Dr. Langer is a senior scientist in academic and commercial biotechnology and R & D. Her background has provided her with great insight into the development of natural cosmetics, including the healing properties of honey and other natural ingredients. In her travels, she found that many people yearned for an emotional connection to the Holy Land. Nazareth Secret was born out of the desire to help fulfill that connection.

In introducing the Nazareth Secret product line, Dr. Langer commented, "Willing to share the nature secrets of our surroundings, I decided recently to start a second career and founded Nazareth Secret which will bring, with carefully selected products, the aroma and flavor of Nazareth to you."



Francis Bailey

Long Time Sanibel Grocer, Food Industry Icon Dies at 92

The Florida food industry and many others across the Sunshine State are mourning the passing of Sanibel Island grocer and long time Associated Grocers of Florida board member Francis P. Bailey, Jr. who died, June 8, at the age of 92. Bailey, a lifelong resident of Sanibel was born on April 25, 1921. For many years, Bailey and his brother operated Bailey's General Store which was first opened by their father, Francis. His life was much more than the store, however. He was on the Sanibel Council from 1974-1996 and then an additional term in 1999. He served as mayor in 1979. He was first elected to the city council following incorporation. He was a volunteer firefighter and a member of the Mosquito Control Board.

A graduate of Hampden-Sydney College - Class of 1943, Bailey was profiled in college's alumni magazine a year ago by John L. Dudley '95. The following are excerpts from Dudley's in-depth and informative profile on this extraordinary man.

For all practical purposes, Francis P. Bailey, Jr. '43 is Sanibel Island. His father moved there at the age of 24, when land in the tropical paradise off the southern Gulf Coast of Florida was only a few cents more than dirt-cheap. Though he was born only a few miles away in Ft. Myers, Francis Bailey is nearly a lifelong citizen of the island. Except for a few years in prep school, four years at Hampden-Sydney, and a stint in the Army, Bailey has lived his entire life on the island. Of course, his brother, Sam Bailey '46, who was born on Sanibel and died in 2010, forever joked that his younger brother was not a true Sanibel citizen.

At 91 years old, Francis Bailey has seen many changes on the island, some good and some not so good. His family's "general store" in Sanibel has evolved from the seed and supply store established in 1899 by his father into a fully stocked grocery store, hardware store, and coffee shop that serves thousands of locals and tourists seven days a week. Bailey's General Store also offers its own line of salad dressings and salsas. All of the locals know Francis Bailey. He and his brother Sam have been honored with parades, celebrations, and story-telling dinners. Sanibel Island would not be the place it is today without the Baileys, and no trip to Sanibel is complete without stopping at Bailey's General Store.

The Baileys are as much a part of Sanibel as the warm weather and seashells on the beach. A vibrant nonagenarian, Francis Bailey still goes to work at the store every day to keep an eye on the business and community he helped build.

In 1899, Francis and Sam Bailey's father, Francis P. "Frank" Bailey, Sr., started Sanibel Packing Company. Though the island was sparsely populated, there were a number of farmers growing a variety of crops during the milder part of the year; summers were simply too hot to grow anything. Frank Bailey, the youngest of nine children, was 24 in 1885 when he moved to Sanibel with his mother and two of his brothers. They were a Virginia family but had been living in Covington, Kentucky, before the move south. Why did they pack up everything and move hundreds of miles to a remote Gulf Coast island? "I really and truly don't know," says Francis Bailey. "I think it had to do with too much John Barleycorn."

"Daddy was a city boy coming down here. The first job he had was hauling watermelons for two cents apiece and he made more money than anybody else. The other haulers couldn't figure out how he did that. Well, the mule wagons had a seat in them. What he did was take the seat out; he would walk and carry more watermelons in the wagon."

Like most families in Sanibel at the time, the Baileys turned to farming. The warm winters meant they could grow crops that were out of season elsewhere.

"There was truck farming here, although I don't know if you had a truck because you couldn't get a truck over here those days. Our big crops were tomatoes [which Bailey calls toe-MAH-toes] and peppers and watermelons and eggplants. You couldn't grow year round. In the summer it was too hot and they

hadn't developed the wilt-resistant varieties that they have now."

To supplement their farming, the Bailey family opened a general store beside the dock where the mail boat arrived three times a day. The constant flow of locals and island visitors proved to be a comfortable, though not necessarily lucrative, source of income.

"Our corporation is Sanibel Packing Company and that's what the business started out as," explains Bailey. "The store started as an adjunct to it. Somewhere you had to get supplies and we saw a need. We didn't stock vegetables—everybody had their own vegetables. We had flour and grits and meal, dried beans, white bacon, and all those things. It was all in bulk in those days."

Childhood on the island likely was similar to early 20th-century life in any rural area, but the population fluctuated with the seasons. Bailey says, "The most children we ever had in the school—and there were eight grades—was 32, and that was only in the middle of the winter augmented by the 'snow birds,' as daddy called them. Some people do this now, but the way tourism was in those days, people would come down by the first of November and leave by the first of May."

He recalls with a chuckle, "We had eight grades in one room, one teacher, one front door, one stove, one pencil sharpener, but we had two two-hole outhouses."

After the "snow birds" left Sanibel for the summer, the Baileys remained. Of course, there was no air conditioning and the hot, muggy weather was perfect for breeding mosquitoes "that were so thick you could take a quart can and swing it above your head and get a gallon of mosquitoes."

Despite being only a ferry ride away from Ft. Myers, Sanibel Island might as well have been on another planet. "We had no paved roads, no sidewalks, no drug store, no furniture store, no barber, no beauty shop, and no movie theater. It was just here. Nobody felt deprived. That's what we had."

Maybe his attitude is simply a lesson of living through the Great Depression. Maybe it says more about Francis Bailey as a person. His mother died when he was only 14 years old and his father, who never stopped thinking of himself as a Virginian, was determined that he and his beloved wife be buried in Richmond's Hollywood Cemetery. During the trip to bury Bailey's mother, his father enrolled him in Lynchburg's Virginia Episcopal School, a last-minute change of plans over Staunton Military Academy. At 14 years old and recently without a mother, Bailey began his life in a new state and at a new school, spending the night away from his family for the first time ever.

Though the summers on Sanibel Island were full of mosquitoes and oppressive heat, Bailey didn't mind going back home at the end of the semester. "I was happy to be here. I was keeping bees at the time. My father kept them for me while I was away; that's what helped us pay for school. We had up to a hundred and some hives, but the hurricane [HUR-a-kin, as he says] in 1944 kinda put a dent in that."

Bailey ended up at Hampden-Sydney rather by accident. He says, "There was a \$60 scholarship and nobody wanted it.



■ FRANCIS P. BAILEY, JR.

I think that's literally how it was. I don't know how I got it, but they gave it to me. My uncle helped send me there and then there was the National Recovery Act where we got paid 35 cents an hour to work on campus." He worked a variety of jobs at Hampden-Sydney. "Sortin' dirty socks was one of 'em," he says. He also worked as a waiter in the dining hall, the current location of Parents & Friends Lounge in Venable Hall.

There were still boarding houses in these days. Miss Emma Venable ran the boarding house behind Cushing Hall; it is now Hampden House, the home of the Alumni Office. He lived there his freshman year, then two years in Cushing, and most of his senior year in the Kappa Sigma house. Bailey and others graduated in February 1943 to enlist in the war effort.

"My freshman class had 140 or 120 in it, or something like that. That was the biggest class they'd ever had up to that point. With attrition, of course, by the time I got out of there in February of '43 there might have been only 200 students at the school. I don't know if there were even that many there." During World War II, Hampden-Sydney, like so many colleges across the country, was having difficulty keeping enough students to stay open (the eventual arrival of the Navy V-12 unit would solve that problem). Nearly every able-bodied young man was serving in the military; even two assistant Tiger football coaches were called to active duty during the 1942 season.

At Hampden-Sydney, he was on the football team but didn't play much. He says, "I loved it, I just didn't have it." His brother Sam was the football player and he parlayed his athletic prowess into a successful career in athletics.

Francis recalls with a smile that nearly everyone except him and a handful of others at VES played football. "I didn't go out for football and everybody thought I was a sissy. So, I went out for boxing and straightened 'em out."

Life on The Hill seems simpler then: class and chapel during the week, football games and dances on the weekend. Maybe it was just simpler for guys like Francis Bailey. "I had no money. On Sat-

urday, we'd go to town and go to the movies. I wasn't into drinkin' in those days, so I didn't have to pay for beers, and I wasn't dating, so I didn't have to pay for that. We'd go to the movies and then come back and play bridge and use all kinda cheatin' methods."

The simple life ended in February 1943. Bailey entered the Army and served for three years. He went home and wondered what he was going to do with his life. His brother Sam had signed up to play professional football, so the two of them started hitchhiking from Sanibel, Florida, to Hershey, Pennsylvania. Francis considered jobs in Florida and Tennessee but nothing really appealed to him. He also considered returning to Hampden-Sydney for another year, but Dean David C. "Turret Top" Wilson persuaded him to go into teaching.

He says everyone at Hampden-Sydney, even the professors, had a nickname. Dr. Joe Frierson, the chemistry professor, was "Lil' Joe." The head football coach, Frank Summers, was lovingly called "Pig Eye." Even the College President, Dr. Edgar Gammon 1905, was called "Rip," a nickname he had picked up as a student. Francis Bailey went by "Moon."

Bailey recalls, "My sophomore year we were in Cushing having a big 'bull session' in there, and this guy named Preston Watt ['44]—he was a fraternity brother, a Kappa Sig—came in the room and said, 'Moon Mullins, you banjo-eyed bum.' Moon Mullins was a cartoon character back then. Somehow, just the name Moon stuck. Forever after, that was what everyone called me. No one ever used first names anyway. You went by a nickname or last name."

The nickname was so pervasive that he was referred to as "M. Bailey" on his fraternity composite and in football programs.

Nicknames aside, Bailey did teach for two years at VES and worked during the summers at a boys' camp in Vermont. By 1948, though, he had decided it was time to return to Sanibel. A hurricane in 1944 had severely damaged the island's citrus crops, including the acres and acres cultivated by his father.

"We were existing," is how Bailey describes the state of the family business when he returned home. The packing company was closed. Farming was way down. However, the family store struggled on. As I said, originally Bailey's General Store was along the shoreline where locals—and the many vacationers—disembarked from the ferry. A stop at Bailey's store was one of the first things visitors would do, which proved to be relatively lucrative for the family. As the island grew, the store also grew. They enlarged it by closing in a porch. Later, the Baileys built a new Standard Oil station on the island along Periwinkle Way, which had become Sanibel's main thoroughfare. The island, though only a few miles from Ft. Myers, was still remote and in a perpetual state of recovery from hurricanes.

Everything changed in 1963—on May 23 to be precise. That was the day the bridge connecting Sanibel to the mainland opened to traffic.

"At the time, I thought it would instantly change the island radically. It took two or three years for us to notice any big

change. The island was growing—or regressing, depending on how you looked at it—anyway, but it was two or three years before we noticed any appreciable spurt. I think some of the real estate speculators started saying, 'Hmm, it looks pretty good over there.'"

The beginning of the bridge was the end of the mail boat, which put Bailey's General Store at the end of a dead-end road. Three years later, in 1966, the family moved the store to its current location on Periwinkle Way. The store also grew substantially. During the last 45 years, the store has evolved and offers a wide variety of products, from baked goods and fresh vegetables to hammers and beach toys. If Bailey's General Store doesn't sell it, you probably don't need it on the island.

Community is vitally important to Bailey. If Sanibel loses that, to him, it has lost everything. During the 1970s, when the county wanted to turn Sanibel into another Miami Beach, Bailey and the rest of the island community organized and incorporated into an independent city. The city council, of which Bailey was a member for many years, preserved the community atmosphere while still accommodating the tourists on which the economy depends. The beaches are lined with cottages and small hotels and the main drag across the island houses local restaurants and shops rather than national chains.

But you can't stop progress, or "retrogression" as Bailey calls it. Sanibel is seeing more and more very large houses, even some gated communities, which Bailey can't stand. "There's always exceptions, but the majority of these folks aren't interested in integrating into the community. They only come down here to go to their mansion. I don't know if they know that we have a community association or a church or whatever. They come and go. Maybe they are here a week; they just are not a part of the community. I don't like that."

Francis Bailey loves people. You can see that in the way he talks to his family, his employees, even complete strangers. When friendly, happy, social people come to Sanibel—to visit or to live—he is a happy man.

"I've said for years that the kind of people we want to come down here are people who want to live, work, and play. You get some people who've been here for six months and you'd think they've been here forever; they've just blended into the community, become part of it. They're friendly. Then there are others who are just different."

Sanibel Mayor Kevin Ruane, issued a statement saying that Francis' passing "marks the sun setting on the era of our community's earliest days."

Earlier this year, in recognition of his long tenure on the Associated Grocers of Florida board and his service to the co-op organization, Francis was elevated to the position of Director Emeritus.

Associated Grocers' CEO Calvin Miller and President Christopher Miller issued a joint statement in which they say, "Francis Bailey was a Director for 40 years and member of our company for over 50. He was an inspiration and staunch defender of the 'Cooperative Spin' under which Associated Grocers was founded. Mr. Bailey's commitment, leadership and friendship for all those years will never be forgotten because it was a true honor to have known him. He was truly one of the nicest and most sincere gentlemen you could ever meet."

Francis is survived by his wife of 31 years, June; children Anne, Susan, Mary Mead, Patrick and Jane; and stepchildren Bruce, Linda and Casey, and son-in-law Richard Johnson who assisted him in the management of the store and Michael Ward, James Hagerty and Thomas Stevens; Daughter-in law Jennifer Bailey, Grandchildren Annabelle, Callaway, Baile, Dane, Katie, Kit, Shane, Brandon, Dillon, William, Minetta, Bryan, Destiny, Issac and five great-grandchildren.

A community celebration was held, Sunday, June 16th in his memory.

As stated in Dudley's story, according to Francis there are "some people who are friendly. Then there are others who are just different." Francis Bailey was both—and a whole lot more. We will miss him.



■ FRANCIS P. BAILEY, JR. 'Dean' of Florida grocers, at work in his store on Sanibel Island.

10 On the Promotional front



As part of the day-long event, Love and Quiches celebrated the donation the best way it knows how: with cake. The company paid a special lunchtime visit to the children at Miss Shelly's Upward Prep School, located at 66 Nassau Road in Roosevelt, New York. With 20 birthday sheet cakes in hand, the company brought dessert to the more than 200 Pre-K through third grade children who attend the school, which was founded to provide low- and middle-income working families with quality, affordable early childhood programs targeted toward their needs.

Love and Quiches Desserts Affirms Commitment to Cake for Kids Program

Company Gives to Island Harvest to Combat Childhood Hunger

Love and Quiches Desserts, one of the nation's leading gourmet dessert and quiche manufacturers, has furthered its ongoing commitment to fighting childhood hunger through its Cakes for Kids program. The company — which has given in-kind donations of its products to local non-profits and to people in need for the past several years — presented a check for \$4,816.34, a portion of its annual profits, to Island Harvest, the largest hunger relief organization on Long Island, May 6th at its corporate headquarters in Freeport, New York.

"We are very proud of our Cakes for Kids program and feel privileged to be in a position to donate a portion of our proceeds to Island Harvest, our partner in providing food for the needy," says Andy Axelrod, president of Love and Quiches, who notes that the company plans to make a similar donation each year going forward. "As our company grows and prospers so will the amount we are able to donate each year to this important cause."

As part of the day-long event, Love and Quiches celebrated the donation the best way it knows



LOVE AND QUICHES' FOUNDER Susan Axelrod, along with Andy Axelrod, Joan Axelrod-Siegelwax and Love and Quiches' Marketing Director Karen Grossman, were all on hand for the check presentation, as well as for the subsequent "birthday celebration" at Miss Shelly's Upward Prep School. "Giving — for us — is not a business strategy, but simply who we are as a company," notes Axelrod-Siegelwax.

how: with cake. The company paid a special lunchtime visit to the children at Miss Shelly's Upward Prep School, located at 66 Nassau Road in Roosevelt, New York. With 20 birthday sheet cakes in hand, the company brought dessert to the more than 200 Pre-K through third grade children who attend the school, which was founded to provide low- and middle-income working families with quality, affordable early childhood programs targeted toward their needs.

Love and Quiches' Founder Susan Axelrod, along with Andy Axelrod, Joan Axelrod-Siegelwax and

Love and Quiches' Marketing Director Karen Grossman, were all on hand for the check presentation, as well as for the subsequent "birthday celebration" at Miss Shelly's Upward Prep School. "Giving — for us — is not a business strategy, but simply who we are as a company," notes Axelrod-Siegelwax.

"We're grateful to Love and Quiches for its continued support of Island Harvest and our efforts in fighting hunger and touching lives," says Randi Shubin Dresner, president and chief executive officer, Island Harvest.



BACON LOVERS DELI MEATS by Eckrich Establishes New Guinness World Records

Bacon Lovers Deli Meats by Eckrich Establishes New World Record

Makes 2,706 Hero Sandwiches to Honor Military Heroes

Leading into the country's most patriotic holiday weekend, Bacon Lovers Deli Meats by Eckrich honored and assisted our military families and wounded warriors on the flight deck of the Intrepid Sea, Air & Space Museum located in New York City, May 21.

With the help of more than 100 volunteers and participants from Operation Homefront, a national nonprofit providing emergency financial and food assistance to military veterans, wounded warriors and their families, Eckrich made 2,706 hero sandwiches in one hour to receive a new Guinness World Records certificate. Eckrich Bacon Lovers Deli Meats then immediately donated more than half of the sandwiches to Operation Homefront. The remaining sandwiches were donated to City Harvest in New York City.

The new record by Eckrich, part of the John Morrell Food Group, a subsidiary of Smithfield Foods, beat the old mark of 1,660 and was a part of "Operation Inspiration," a campaign by Eckrich designed to honor, thank and support the military families who inspire their fellow Americans.

"Bacon Lovers Deli Meats has proven to be a brand known to break barriers," said Chuck Gilkin, vice president, marketing, innovation and R&D for the John Morrell Food Group. "We saw that again with our Guinness World Records achievement. More important, however, is the fact that we did this to honor and support our military veterans and their families. We donated a lot of sandwiches that will assist those military families in need. That's what our 'Operation Inspiration' campaign is all about and we're proud to honor our true heroes."

The Bacon Lovers Deli Meats sandwiches were made on hero rolls donated by New York City business MRS Baking Distribution with lettuce donated by Fresh Express, a division of Chiquita. Cheese, provided by The Deli Source, was the other filling used to satisfy the required guidelines of two ingredients. The new record was judged by an official Guinness World Records Adjudicator who was on site to judge and count the sandwiches.

Over the past year, through donations provided by Eckrich, Operation Homefront has met the needs of more than 100,000 families in all military branches of service. This event is a huge step in adding to those needs.

The 2,706 sandwiches were made with 1,200 pounds of Bacon Lovers Bacon Covered Club, one of the five varieties offered in the line. More than 6,000 slices of cheese were shipped in to New York City as well as more than 168 pounds of lettuce. The sandwiches were made by local Operation Homefront volunteers and military members from New York City and New Jersey.

■ "Helping Hungry Homes"

Smithfield and Richard Petty Join to Support Tour

During the recent race week in Charlotte, NC, Smithfield, in partnership with Richard Petty Motorsports and the Charlotte Motor Speedway, donated and delivered more than 3 million hot dogs to food banks in Charlotte and around the country. Donation locations coincided with Speedway Motorsports, Inc.-owned tracks, including the Atlanta Motor Speedway, Bristol Motor Speedway, Charlotte Motor Speedway, Kentucky Speedway, Las Vegas Motor Speedway, New Hampshire Motor Speedway, and Texas Motor Speedway, and one truckload went to Oklahoma to aid in disaster relief.

This significant donation was part of Smithfield's Helping Hungry Homes program, the company's coast-to-coast effort to alleviate hunger and raise the awareness of food insecurity. In addition to this donation, Smithfield is also participating in the Patriot Partners program at the Charlotte Motor Speedway to help welcome home thousands of U.S. Armed Forces during race week.

"The No. 43 Richard Petty Motorsports team was honored to participate in this donation with our sponsor, Smithfield, and our home track, the Charlotte Motor Speedway," said No. 43 team owner Richard Petty. "So many race fans are loyal customers of Smithfield, so it's great to see them giving back to communities that support them, and our race team, throughout the year."



Eight Smithfield Helping Hungry Homes trucks, each carrying over 40,000 pounds of protein, recently departed Charlotte Motor Speedway to deliver the 3 million hot dogs to food banks across the country.



Original Photo of Debbie McKee 1958



First Little Debbie Logo 1960



Second Little Debbie Logo 1985



New Little Debbie Logo 2013

NEW LOOK FOR AN OLD FRIEND - Subtle changes give the Little Debbie logo a new look for the third time since the brand was introduced in 1960.

Little Debbie Logo Gets a Makeover

McKee Foods, the makers of Little Debbie Snacks, has given the Little Debbie logo a makeover. Rolling out now on select products, this is only the third version of the logo since the Little Debbie brand was introduced in 1960.

Consumers should start seeing the new logo on Little Debbie cartons over the coming months as McKee Foods' independent distributors stock store shelves with freshly baked snacks. Based on current sales, the redesigned logo will appear on more than 800 million Little Debbie cartons annually.

The new logo is still based on the original photograph of McKee Foods Executive Vice President Debbie McKee-Fowler, when she was just three-and-a-half years old. She's the granddaughter of the founder, O.D. McKee. But the picture of the little girl has been updated.

"The previous logo looked a little dated, so it was time for a minor makeover," said Chris McKee, executive vice president of marketing and sales for McKee Foods. "We opted to make subtle changes because we wanted to keep the same wholesome look that was based on an original portrait of my cousin, Debbie McKee-Fowler."

After launching in 1960, Little Debbie did not redesign its original logo until 1985. The new logo change for 2013 took a year to complete and required 16 different renderings. Executive Vice President Debbie McKee-Fowler approved the logo redesign herself.

"I love the new look," said Debbie McKee-Fowler. "We thought it was best to make subtle changes as opposed to dramatic changes."

"Just because the outside of the box may look a little different, what's inside is still the same — delicious, freshly baked snacks from our family to yours," said Chris McKee.

Bumble Bee Foods Announces

New MSC-Certified 'Wild Selections' Products

Leading North America seafood company, Bumble Bee Foods, has announced the introduction of Wild Selections — a new high-quality branded line of products certified by the Marine Stewardship Council (MSC). A portion of the proceeds from the sale of Wild Selections will support World Wildlife Fund's (WWF) efforts to protect marine life and expand sustainable fishing practices globally and help build continued awareness of the MSC-certified seafood program.

Announcing the promotion with WWF and MSC, and the arrival of the new product line at the recent European Seafood Exposition in Brussels, Bumble Bee President and CEO Chris Lischewski said that the company is committing thirteen cents per can, for a minimum of \$1 million, from the sale of Wild Selections products over the next five years. These funds will support WWF programs and to expand sustainable fishing practices globally.

The first products to be launched under Wild Selections in 2013 will include MSC-certified albacore and lightmeat tuna. Later phases will include MSC-certified salmon, shrimp, clams and sardines.

"The introduction of Wild Selections is a natural step in the work that Bumble Bee has been involved in to support responsible global fisheries management," Lischewski said. "As a founding member of the International Seafood Sustainability Foundation working alongside WWF and other leaders in marine resource



WORLD WILDLIFE FUND (WWF) Vice President and Managing Director of Fisheries Bill Fox, Bumble Bee Foods President and CEO Chris Lischewski, and Marine Stewardship Council (MSC) CEO Rupert Howes announce new MSC-certified Wild Selections during the European Seafood Expo in Brussels.

management, we saw a great opportunity to introduce a line of MSC-certified products that would help further our collective mission to promote sustainable fishing practices and to protect fisheries stocks for generations to come."

"The introduction of the MSC-certified Wild Selections product line demonstrates Bumble Bee's deep commitment to sustainable seafood," said Bill Fox, vice president and managing director of fisheries at World Wildlife Fund. "This new line provides consumers the confidence that their seafood was sustainably caught as well as the opportunity to contribute to improving the health of the world's oceans by supporting WWF's efforts to conserve marine life and secure sustainable fisheries."

Speaking at the Brussels announcement alongside Lischewski

and Fox, MSC CEO Rupert Howes remarked, "Global seafood markets are increasingly demanding credible, independent certification and full traceability of their seafood choices. This trend is not going to go away. MSC provides that assurance, rewards sustainable fishing practices and encourages improvements in the way our oceans are fished where required. I am delighted that Bumble Bee has chosen to partner with WWF and MSC for this exciting new product launch and I wish them every success in the market."

The Wild Selections branded line will be managed outside of Bumble Bee's core franchise and business structure and, over the next five years, a portion of sales received from the line will support WWF's global fisheries and marine conservation efforts.



Dry Soda Continues Growth Pattern

Announces Nationwide Distribution Expansion

Dry Soda Co. is continuing its growth in 2013 and expansion into approximately 400 new stores throughout the country. Now customers are able to purchase Dry Soda at drug store locations and at more grocery locations across the nation.

A variety of Dry flavors are now available at The Fresh Market locations throughout the country and, for the first time, at Walgreens in the Northwest and Colorado. Dry will be available late spring at Sprouts Farmers Market locations in the West and Southwest; and Raley's (including Nob Hill Foods and Bel Air Markets) in Northern California.

"As consumers in United States continue

to seek out healthier alternatives to traditional soda, we are excited to be able to share Dry's better for you flavors," said Dry Soda CEO and Founder Sharelle Klaus. "We look forward to continuing our growth and bringing Dry to communities across the country."

Dry Soda is an independent company that has created a new category of soda — less sweet, four ingredients, and all-natural flavors. Dry Soda's 12-ounce bottles have 45-70 calories, 11-19 grams of sugar and are available in Blood Orange, Cucumber, Juniper Berry, Lavender, Rhubarb, Vanilla Bean, and Wild Lime.

Steve Aoki

Spartos Protein Water Teams Up with Electronic Artist

Spartos, the first all-natural protein water, has announced their partnership with legendary electronic dance music producer, Steve Aoki. In honor of the collaboration, Aoki and Spartos together will create new, "Aoki-fied" labels for two of the brand's already popular flavors.

The activation kicked off with Aoki announcing his partnership with the brand on his Facebook page: www.facebook.com/steve.aoki. Aoki and Spartos will then work together to create brand new labels for their Blackberry&Yuzu and Jackfruit&Watermelon flavors. In celebration of the partnership, Spartos will also host a series of "Spartini" nights at clubs throughout the Los Angeles area. The "Spartini" is a martini perfectly blended with Spartos protein water.

"This partnership aligns perfectly with our key messaging as Spartos is a multifunctional beverage which hydrates, strengthens and vitalizes while Aoki is a versatile artist with endless creativity," said Kirk Bardin, CEO of Spartos. "We are looking forward to bringing in a personality that is as dynamic as the Spartos brand."

"For the last few years, I've really focused on healthy living in all aspects of my life so when the opportunity came up to work with Spartos, I knew it was a perfect fit," said Steve Aoki of the partnership. "I'm proud to be aligned with a company whose product is as health-conscious and fitness-driven as I am."

Spartos' new and existing flavors are distributed in 16 oz. bottles and will be available at Whole Foods Market, Raley's and Bristol Farms later this year.



■ The Inspired Grocer

Fresh & Easy: Another Grocer Underestimates Trader Joe's Mystique

By: DAN RILEY



In December of 2012 when Tesco's Phil Clark announced a "strategic review" of their 199-store Fresh & Easy chain, industry observers in California, Arizona and Nevada suspected a market exit. Stores in these states had been struggling for some time. In 2010, Fresh & Easy closed 12 of their combined 49 stores in Arizona (28) and Nevada (21). While sales at the remaining stores, and the 150 in California continued to be soft.

In the same markets Trader Joe's operates approximately 220 stores, six in Nevada and 14 in Arizona. The majority of the remaining 200 Trader Joe's, just as with the 150 Fresh & Easy stores, are heavily concentrated in Southern California.

In April of 2013 Tesco made it official; it would "exit the United States."

Notwithstanding some initial excitement in 2007, Fresh & Easy

opened to several head-scratchers: sterile décor, no loyalty card, no store coupons, prepackaged produce and self-checkout exclusively, were but a few. After reaching about 100 store openings; industry observers were further confounded by the identical product offerings, irrespective of the location.

Tesco's stealth approach into the U.S. market helped create high expectations. And with high expectations came the inevitable comparison to Trader Joe's, a retailer that is perennially ranked by Consumer Reports among the nation's best grocers. So good, as to be one of the few multi-state grocers using the same name in each state, and one of the very few grocers to ever achieve "aspirational status" in the consumer's mind.

Given the extensive research Tesco did prior to their market entry, and the leases they ultimately signed, a head-to-head competition with Trader Joe's was not intended. But help-

ing to invite the comparison: Fresh & Easy entered Trader Joe's strongest markets with their highest concentration of stores; store foot prints that are comparable; sku counts are comparable; as is private label penetration.

With these similarities in retail markets notorious for cross-over shopping in the grocery sector, Fresh & Easy wasn't compelling enough to convert Trader Joe's shoppers. Moreover, being the most similar to Trader Joe's they suffered the most. Un-

wittingly, they invited the comparison, yet couldn't match the legendary mystique.

Considering Trader Joe's cult like following, their industry leading sales per square foot, and upper industry range pay scale; no doubt Tesco didn't want a head-to-head competition. But in the final analysis that is exactly what they got.

Tesco is not the first grocer to underestimate Trader Joe's mystique. And they may not be the last, but trust me: many retailers went to school.

About The Inspired Grocer

DAN RILEY has been a leader in Retail Operations for one of the largest divisions of a top North American food retailer, and is recognized as an expert in the food industry with inside-out knowledge of the business. Known as The Inspired Grocer, the former Regional Vice President of Operations of Ralphs/Kroger's is known for his unconventional management style and motivational techniques that have inspired thousands of employees and managers over his 38 year career. Launching independently as a motivational and leadership trainer, Dan's message taps into the merits of personal development and introspection with a backdrop of an ever-changing industry and always challenging retail landscape. To interview or book Dan to speak at one of your events, contact Leigh-Anne Anderson, Christie Communications, at: landerson@christiecomm.com or 805-969 3744.

■ Clogged Aisles, Employee Discomfort, Lost Productivity...

There Must Be a Better Way to Stock

By: ALISON SHEA

When I'm at the grocery store, I'm not a fan of anything that slows me down.

So you can imagine my dismay when I come across one of those aisles that are more like obstacle courses.

I'm talking about navigating around stocking clerks, cumbersome dollies, and stacks of boxes. Just recently I was in my neighborhood store when I had to pull my cart over at the top of the aisle and wait for another shopper to make her way through, since there was no way we could pass side by side. There was a cart filled with discarded cardboard, another holding a tote filled with dog treats, and a giant, six-wheeled u-boat filled with cases of canned dog food. In the midst of it all was a store clerk, precariously balancing a case of Alpo while trying to refill an upper shelf.

It was finally my turn to enter the aisle and grab my pooch's favorite biscuits. The clerk had his foot on a lower shelf to balance the case on his knee. He was attempting to hold the case steady with one hand and stock cans with the other.

I remember thinking there has to be a better way. When a process is clearly inconvenient for the customer and uncomfortable for the clerk, shouldn't that process be reevaluated? There is also the is-



sue of productivity. The third stakeholder is the store's owner/manager, who should be concerned about all of the above.

A VERY BIG DEAL

We're all trying to be more efficient, but sometimes we wonder if changing our tools or practices to save time and money is really worth it. Say you could save a stocking clerk 8 minutes a day; is that a big deal? Don't answer yet. You wouldn't want that stocking clerk coming to work 8 minutes

late every day, because you know that would add up. If you have 10 stocking clerks and you could save each of them 8 minutes a day, that's 80 minutes a day. If you increase the production rate of all your stockers, making your whole operation faster, easier, and safer, it becomes a very big deal.

Let's face it: Stocking isn't rocket science. Nevertheless, there are right ways and wrong ways of doing it. For instance, the more discomfort your employees have to endure, the higher your

turnover rate. The higher your turnover rate, the more time you have to spend hiring and training new employees.

Now, what sort of tools are you giving your stockers? At the risk of sounding too much like I'm in sales, which I am, I'd like to announce a new, ergonomic tool. If you are looking to improve efficiency, keep an eye out for a compact cart that keeps cases at the right height, allowing personnel to price and stock goods with two hands, thus maximizing productivity. Better yet, it also minimizes employee injuries and aisle congestion.

At most stores today, the stocker repeatedly lugs heavy cases down the aisle, from a u-boat to a shelf. Or, if allowed, s/he might use a shopping cart to move multiple cases. The common theme is a bending and reaching effort and, too often, a balancing act.

ERGONOMIC AND ELEGANTLY SIMPLE

In contrast, the elegantly simple stocking cart I'm talking about holds case-packed goods at any shelf height and glides down aisles (no power required) to make pricing and stocking faster, safer, and easier. And its compact "footprint" makes stocking during business hours possible without blocking aisles or otherwise inconveniencing shoppers.

The height of the cart's platform is easily adjusted to the most convenient height, greatly reducing

the need to bend and stretch. The unit can still be used with u-boats or other dollies, but it eliminates the need to carry heavy loads up and down aisles. The platform has handgrips on all four sides for easy maneuverability on smoothly rolling casters.

Keeping the case goods at a comfortable level means far less muscle fatigue from lifting, bending, and twisting, and there is no longer a need to balance a case on a knee, a hand, or a shelf edge. When stocking becomes less hazardous, injury rates and worker-compensation claims drop. It follows that there is also less drop-page/breakage, since users have both hands free.

All right, here I have to mention the name of my employer's cart, which is the Stock & Roll. Studies have shown that it typically pays for itself with productivity increases in less than six months (sooner if reduced workers-compensation costs are considered).

Productivity, customer convenience, and worker safety should be a retailer's prime concerns. Savings that start small can end big. Though essentially simple, the art of stocking shelves can benefit from innovation. I've got to hit the supermarket again on my way home tonight — wish me luck!

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

Bumble Bee Foods Highlights



WILD SELECTIONS branded line will be distributed nationally and managed outside of Bumble Bee's core franchise and business structure. Suggested retail price is \$3.69 per five-ounce can of albacore varieties and \$3.19 per five-ounce can of lightmeat varieties.

Collaborative Process Behind New MSC-Certified Wild Selections Products

Prominent seafood company, Bumble Bee Foods, recently highlighted the collaborative process behind Wild Selections - a new high-quality branded line of products certified by the Marine Stewardship Council (MSC) that benefits World Wildlife Fund (WWF) conservation efforts. A portion of the proceeds from the sale of Wild Selections will support WWF's efforts to protect marine life and expand sustainable fishing practices globally. Bumble Bee first announced the introduction of Wild Selections at the European Seafood Exposition in Brussels in late April.

Speaking at the annual Sustainable Brands conference, on June 4, Bumble Bee SVP Consumer Marketing and Corporate Social Responsibility Dave Melbourne, highlighted the process behind developing the cause-marketing-driven brand.

"The introduction of Wild Selections is an evolution of our overall Corporate Social Responsibility (CSR) program, of which fisheries management is a vital part," said Melbourne. "We are very involved in supporting and promoting conservation efforts for global tuna stocks as a founder of the International Seafood Sustainability Foundation (ISSF) and it was through our continuing work in global fisheries we saw the unique opportunity to introduce a line of MSC-certified products, while also supporting specific fisheries and WWF's global marine conservation efforts."

The first products to be launched under Wild Selections in the fall of 2013 will include MSC-certified albacore and skipjack tuna. Specifically, Phase 1 of the Wild Selections line of seafood will initially include: Wild Selections Solid White Albacore in Water; Wild Selections Solid White Albacore in Water, No Salt Added; Wild Selections Solid White Albacore in Olive Oil; Wild Selections Solid Light Tuna in Water; and, Wild Selections Solid Light Tuna in Olive Oil. All Phase 1 products are natural, solid tuna with no artificial preservatives or fillers. Later phases will include MSC-certified salmon, shrimp, clams and sardines.

The Wild Selections branding and packaging includes the WWF logo and MSC ecolabel, providing consumers with the opportunity to support fisheries and marine conservation efforts while making an informed choice in wild-caught seafood.

Over the next five years, Bumble Bee is committing 13 cents per can, for a minimum of \$1 million, from the sale of Wild Selections products to support WWF programs to improve fisheries, protect critical marine species, and expand sustainable fishing practices globally.

Speaking at Sustainable Brands alongside Melbourne, Bill Fox, vice president and managing director of fisheries at World Wildlife Fund, said, "The introduction of the MSC-certified Wild Selections product line demonstrates Bumble Bee's deep commitment to sustainable seafood. WWF engages with industry leaders to improve global fishing practices and build awareness of sustainably certified seafood, and we look forward to this exciting cause marketing partnership."

Kids and Teens Are Top Consumers of Snack-oriented Convenience Foods

The typical American eats over one thousand snack-oriented convenience foods throughout the year, and kids and teens are the heaviest users of this assortment of snacks, which include fresh fruit, sweet, and savory snacks, reports The NPD Group, a leading global information company. Women eat, on average, 3.1 snack-oriented convenience foods a day compared to the 2.7 snacks men eat a day, according to NPD's snacking research.

About eight of every ten in-home snack food eatings are considered to be a snack-oriented convenience food versus other foods, regardless of time of day, finds NPD's SnackTrack, which continually monitors the consumption of snack-oriented foods both in-home and away. During a typical year, there are over 356 billion eatings of snack-oriented convenience foods.

Among the top ten motivators for selecting a particular snack are: "like the taste," "was hungry," "had a craving," "favorite snack," and "was simple and easy to eat," according to SnackTrack. While taste is the leading motivator across all age groups, women are more likely to select snack foods to satisfy specific expectations (i.e. chocolate, sweet, crunchy, healthy) while kids' favorite snacks are simply fun to eat. Fresh fruit, chocolate, potato chips, cookies, and yogurt are, in rank order, the top five snack-oriented convenience foods consumed annually.

"An individual's mood and situation has a strong effect on what will be snacked on," says Darren Seifer, NPD food and beverage industry analyst. "Connecting your marketing messages to the emotional nature of snacking - think taste, cravings and indulgence - will help drive your product's selection."

United Supermarkets Formalizes Support for Nursing Programs in Abilene

United Supermarkets, LLC, formally presented a \$300,000 gift to the Texas Tech University Health Sciences Center (TTUHSC) School of Nursing at Abilene in support of the School of Nursing expansion in Abilene, May 8.

The gift is part of a \$3 million commitment made by United in December 2011 to support the School of Nursing and establish endowed scholarship programs on the graduate and undergraduate levels.

"With strong supporters like United Supermarkets, together we can continue to grow and work to improve the future of the citizens of Texas," said TTUHSC President Tedd L. Mitchell, M.D.

Matt Bumstead, co-president of United Supermarkets LLC, and fourth-generation member of the ownership family, said United Supermarkets is extremely proud of the company's longstanding partnership with the Texas Tech University System.

"United has always stood for enhancing the lives of the communities we serve," Bumstead said. "We have a passion for young people and a nearly century-old commitment to supporting their education. We are thrilled to join with Tech in helping make a top-notch college education possible for young people across our area for many years to come."

TTUHSC earlier this year opened a new School of Nursing building. Hendrick Health System helped construct the facility at 1674 Pine St.

The school expanded its traditional Bachelor of Science in Nursing program to Abilene in May 2009. In March 2008, the TTUHSC School of Nursing partnered with Hendrick Health System to establish a web-based second-degree nursing program



The Texas Tech University Health Sciences Center School of Nursing at Abilene has received a gift from United Supermarkets of \$300,000 in support of its expansion.



CHECK PRESENTATION (left to right) Pearl Merritt, Ed.D., Regional Dean of the TTUHSC School of Nursing in Abilene; Norm Archibald, Mayor of Abilene; with Robert Taylor CEO of United Supermarkets, LLC.



in Abilene. Students gain clinical experience at Hendrick Medical Center and in local community-

based agencies and clinics.

"Abilene is a unique city and I feel fortunate to be a part of it," said Pearl Merritt, Ed.D., R.N., regional dean of the TTUHSC School of Nursing in Abilene. "We have outstanding leaders in our community that strive to make it a better place to live and thrive. United Supermarket's gift will allow increased growth in our student population which further contributes to Abilene's economic growth."

LoSalt Lets Americans Enjoy all the Flavor of Life with 66% Less Sodium

LoSalt, maker of all-natural, reduced sodium salt alternatives announced that they have engaged ChristieCommunications to expand awareness of their products and drive consumer demand in the United States through a national public relations, marketing, advertising, social media, and consumer education campaign. ChristieCommunications conducted extensive market research to understand the current purchasing habits of the ideal LoSalt consumer. In response to their findings, the campaign will communicate how simple it is to "Enjoy the Taste of Wellness" and avoid the health issues associated with excessive sodium consumption purely by switching to LoSalt. The "Enjoy the Taste of Wellness" campaign will encourage and empower consumers to invest in their health by purchasing LoSalt.

The Original LoSalt is a proprietary blend of two naturally occurring mineral salts that contain 66% less sodium than conventional salt. With no artificial flavor enhancers typically found in other salt alternatives and substitutes, LoSalt is the only reduced sodium alternative that is Kosher certified and provides a good source of potassium, a mineral suggested to aid in decreasing



blood pressure.

Mike Lloyd, Business Development Manager for LoSalt, has high expectations for Christie Communications' efforts. "In only three years, LoSalt has achieved distribution in 4,500 stores across US," says Lloyd. "The 'Enjoy the Taste of Wellness' campaign will drive our rate of sale as it demonstrates to American consumers that they can soothe their anxieties about high blood pressure while adding delicious flavor to their lives. We are excited to see LoSalt fly off the shelves!"

ChristieCommunications' has established high goals for LoSalt including: building a campaign to educate consumers and media on the value of LoSalt and a reduced sodium diet, developing a marketing campaign to introduce LoSalt products to key influencers and building strategic alliances to expand the LoSalt community.

"We are thrilled to represent LoSalt," said Gillian Christie, Founder and CEO of Christie Communications. "LoSalt's success globally reflects the quality and need for scientifically formulated salt alternatives. Americans can now have the taste they enjoy and the health benefits they need."



■ WHOLE FOODS MARKET opened this 21,506 sq. ft. store in Detroit, June 5, at John R. Road and Mack Avenue. The new store will fill a big void for food shopping within the city.

Whole Foods Market Revs Up With Motor City Opening

A TODAY'S GROCER
Special Report

Whole Foods Market opened a 21,506 sq. ft. store (plus a second level mezzanine) in Detroit, June 5, at the northwest corner of John R. Road and Mack Avenue. Detroit Mayor Dave Bing and U.S. Sen. Debbie Stabenow were on hand to join with company leaders in presenting the store to the community.

"I'm so proud of how the community has come together to make our first Detroit location happen," said Larry Austin, store team leader. "This store celebrates our city, its history and its residents. Come on in, Detroit!"

Local schools and arts groups presented outdoor performances as shoppers explored natural and organic options inside. The company's online magazine, Dark Rye, also presented videos.

The store worked with three local charities for opening day: the Coalition on Temporary Shelter (COTS), Sisters Acquiring Financial Equality (SAFE), and Gleaners Community Food Bank. Shoppers can vote to determine donations to each charity. One will earn 5 percent of all Michigan stores' profits on a future date, one will benefit from a "one dime at a time" program from stores across Michigan, and one will receive a \$250 donation.

"The opening of the first Whole Foods Market in Detroit is a game changer," said Bing. "Not only does it offer central-city residents more choices and convenience for grocery shopping, it also proves that Detroit is an attractive destination for national retailers. I appreciate



■ WHOLE FOODS MARKET co-CEO Walter Robb tells the audience, "We've worked toward this day for nearly five years, constantly inspired by the positive energy and growth in urban farming, food artisans and local producers in Detroit."

Foods Market. "We are so proud to be part of the mix."

Customers will find an array of fresh, healthy and affordable options including local products like Taste Love Cupcakes, Slow Jams, Great Lakes Coffee and Bhakati Chai Tea. Additional highlights include a community room, free store tours and healthy eating workshops, and regular community giving days. The new store features local and green design elements including using wood and salvaged brick from Reclaimed Detroit, tables made from old car and truck hoods, murals by local artists, and Motown records adorning register lights.

With the opening of this new store, Whole Foods now operates six stores in Michigan. Other locations include West Bloomfield, Troy, Rochester Hills, and two stores in Ann Arbor.

The new Detroit Whole Foods Market is open 8am-9pm, seven days a week.



■ CITY OF DETROIT MAYOR Dave Bing addresses a large audience gathered for the opening.



■ WFM DETROIT store team leader Larry Austin gets a grand opening hug and many congratulations from store department heads.



that Whole Foods Market involved the entire community in the planning of this development. This is a true community partnership, and we're proud to welcome Whole Foods Market to Detroit."

"We've worked toward this day for nearly five years, constantly inspired by the positive energy and growth in urban farming, food artisans and local producers in Detroit," said Walter Robb, co-CEO of Whole



■ The DEPSA High School Marching Band gets the grand opening off on the right beat!



■ A view of the upright dairy coolers.



■ The Cheese Department features a world class selection of imported and domestic cheeses along with an olive bar.



■ The store features a wide selection of locally produced items, including Mid Town beer from Atwater Brewery, located just a short distance away.



■ Meat and Poultry Department



■ Bulk cooking ingredients.



■ The Seafood Department



■ Local suppliers were out in force sampling their products at the grand opening. Approximately 30 tents in the parking lot featured products produced locally.



■ STRAIGHT FROM DETROIT – These McClure's Pickles originate 3.1 miles from the store!



■ STORE TEAM LEADER Larry Austin (right) and WFM Detroit associates give a big round of applause only moments before the store opens.



■ A display of Michigan grown bulk cooking greens.



■ An attractive floral display feature bouquets at 2/\$10.

New in Town -

Deerfield Beach Welcomes First Walmart Neighborhood Market in North Broward Area

A TODAY'S GROCER
Exclusive Report

The newest Walmart Neighborhood Market store in South Florida, the first of its kind, opened on May 24 in Deerfield Beach, Florida. Located at 1101 S. Military Trail, the store occupies the site of a former Winn-Dixie store and is expected to help boost traffic in its shopping center, which is currently being redeveloped and offers 90 full- and part-time jobs.

City Commissioners Ben Preston and Richard Rosenzweig were on hand to join Walmart Neighborhood Market manager Debbie Martorano in presenting \$8,000 in checks to a number of local civic agencies. Rabbi Goldblatt from Temple Beth Israel gave the invocation.

\$8,000 in grants from Walmart and the Walmart Foundation were presented to a number of charitable organizations, including Atlantic Technical Center-Career Placement Center, Boys & Girls Club of Broward County, Deerfield Beach Elementary School, Deerfield Beach High School, Emmanuel Christian Center, Gateway Community Outreach, The First Tee Palm Beaches and Wreaths Across America in celebration of the grand opening of the new store.

The first Walmart Neighborhood Market opened in 1998, but the new Deerfield Beach store is the first one in the North Broward area. There are approximately 250 Walmart Neighborhood Market stores nationwide, each featuring quick and con-



■ The first Walmart Neighborhood Market to open in Deerfield Beach, Florida is this 57,000 sq. ft. location which opened, May 24, at 1101 South Military Trail.

venient shopping for groceries, pharmaceuticals and general merchandise. They range in size from

30-60,000 sq. ft. and typically employ around 100 associates.

The new store is tailored for the Deerfield Beach community, featuring a wide variety of local favorites including dry kosher, fresh and frozen kosher, fresh and frozen kosher meat and deli kosher. It also features, fresh-baked breads, a self-serve deli and a bakery. The deli features a grab-and-go section with rotisserie chicken, fresh-baked pizza and standard deli sides. In addition to the fresh produce, bakery and deli items, the store carries a full line of groceries, including frozen foods, meat and dairy products, organic items and an 8 ft. section of gluten-free foods.

Shoppers will appreciate the convenience of the store's pharmacy, along with a full selection of health-related products and a health and beauty area. Additional areas include stationery, paper goods, pet products and hardware items. Customers can also print their own digital photos at the store. Money orders, check cashing and bill payments can be processed at the Customer Service Center. A leased



■ A military color guard presents the flag as part of the grand opening ceremony.

space at the front entrance the only Subway franchise found in a Walmart small format store. The store features 16 POS Terminals for greater shopper convenience. The front end features 7 traditional check outs and 4 self check outs.

The store offers Site-to-Store services, a regular feature at other Walmart stores, but unique for a Walmart Neighborhood Market. Site-to-Store is a free service that allows customers to ship online orders from

www.walmart.com free to any Walmart store for pickup.

Approximately 90 part- and full-time associates are employed at 57,000 sq. ft. store #3104, headed by Store Manager, Debbie Martorano. Martorano is assisted by a key management team which includes: ASSISTANT MANAGERS – James DeCosta, Loovendy Joseph, Sherlie Telus and Shane Thompson, SUPPORT MANAGERS – Carole Yoder and Nicholas Wordson, MERCHANDISE SUPERVISORS – Cheryl Woodley (Produce), Octavia Rattray (Frozen/Dairy/Meat), Shaun Page (Deli), Tyler Hook (Dry Grocery), Sophia Perry (HBC/Gen. Merchandise) and Anup Imador RPh. (Pharmacy Manager).

On the evening prior to the opening, the new Walmart hosted a Family Night for family and friends, local business people and grant recipients.

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

The store is open 7:00am – 11:00pm, daily.



■ KEY MANGEMENT TEAM – Store Manager Debbie Martorano, (center) pictured with Assistant Managers: Loovendy Joseph, Shane Thompson, Sherlie Telus and James DeCosta.



■ STORE MANAGER Debbie Martorano with Regional Merchandise Manager Ruth Naranjo.



■ Debbie Martorano (right) with Meat Merchandise Supervisor Octavia Rattray.



A view of the Produce Department.

Getting to Know **DEBBIE MARTORANO** Walmart Neighborhood Market Manager - Store #3104

A veteran of 17 years at traditional Walmart stores, Store #3104 Manager Debra A. Martorano is originally from Plant City, Florida. She is a graduate of Plant City High School. She originally joined the company as a sales floor associate in automotive department in Lakeland, Florida. Within eight months, she was promoted to the position of Support Manager. From here she began a rapid ascent to the positions of Department Manager, Assistant Manager and District Manager, all within the automotive department. Debbie has served at numerous other locations throughout the Sunshine State, including Bartow, Haines City, Valrico, Brandon, Fort Myers, Naples, Pompano Beach, and Boynton Beach. Prior to coming to Deerfield Beach in September, 2012 to oversee construction of the new Deerfield Beach store, she served as co-manager store #5055 in Naples.

"I am excited to be opening our new Deerfield Beach Store," she tells TODAY'S GROCER. "The community has been very warm and welcoming. I and my staff all support our Mission Statement to serve our customer's money, and to provide outstanding customer service to our customers and community."

Debbie and her husband John have joined their two families together: Debbie's daughters Brandy Snell (3 children) and Tiffany Snell (6 children), combined with John's four children Stacy (4 children), Peter (2 children), Maria (6 children) and Anthony (4 children) to produce one big family. Debbie and John reside in Boca Raton where her hobbies include reading, movies, going to the beach and spending time with her grandchildren.



DELI MERCHANDISE SUPERVISOR - Shaun Page



WALMART NEIGHBORHOOD MARKET Manager Debbie Martorano speaks to those gather for the grand opening ceremony.



The new Deerfield Beach features a large Pharmacy Department.



Store associate Karen Perkins monitors inventory in the Frozen Kosher section.



Solo Health® Station in the Pharmacy Department.



The new store is tailored to the community, offering local favorites, including this wide selection of dry kosher products.



PRODUCE MERCHANDISE SUPERVISOR Cheryl Woodley.



Alcoholic Beverages



Debbie Martorano with Pharmacy Manager Anup Imador, RPh. Behind the counter is Pharmacy Tech Brittany Ansley.



A view of the front-end area.

18 Beverage



Marley's One Drop Re-launches in New Can

It's the coffee drink you can enjoy deep down in your soul. That's the message behind Marley's One Drop which recently re-launched in Rexam 12oz. SLEEK cans.

Made with premium Jamaican coffee, real cane sugar and all-natural ingredients, Marley's One Drop is available in coffee, mocha and vanilla light flavors. The company hopes this new package will help it further capitalize on the continued growth in the ready-to-drink (RTD) coffee segment.

Originally introduced in 9.5oz. glass bottles, Marley Beverages chose to move into the Rexam SLEEK can because of its durability, portability and brand differentiation as it helps the beverage stand out on retail shelves.

Marley's also benefits from the fact that aluminum cans are the most sustainable packaging choice in the world, as they are recycled at more than double the rate of any other beverage package.

"There is nothing better than drinking an iced cold coffee beverage from a can," said Lee Brody, global marketing director, Marley Beverage Company.

"We wanted to showcase the premium look of our Marley's One Drop line and help it stand out on the shelf. We were able to achieve both in a very powerful way with the Rexam SLEEK can."

Marley's One Drop cans are now working their way into retailers nationwide.



Rooibee Red Tea Debuts New Look

Rooibee Red Tea, maker of the only bottled USDA-certified organic rooibos red tea on the market, has unveiled a newly updated brand identity in conjunction with its increased distribution and overall brand growth. The new look has been applied to new labels on the tea's bottles, as well as on the brand's website, which also underwent a makeover as part of the updating.

"We are really excited about this new look for us" said Heather Howell, Rooibee Red Tea Chief Tea Officer. "A lot has happened for our brand in our last two years and having an updated identity really helps to show how far we've grown."

The new ID represents a look that is both bolder and more accessible to consumers. It will be carried across Rooibee Red Tea's packaging and all digital elements including the website and social media channels. The new labeling on Rooibee Red Tea's bottles will be available in all 50 states; the company recently increased its distribution so that it is now more widely accessible to consumers in each state.

Rooibee Red Tea is the only bottled organic red tea made from the South African rooibos bush. Tea made from rooibos has been enjoyed in South Africa for generations and has recently gained popularity in other parts of the world because of its health benefits and inherently sweet character. Rooibee Red Tea, comes in five varieties including an unsweetened version, is certified USDA organic, high in antioxidants, naturally caffeine free, gluten free and low in calories.

New Product for the Summer

Iced Coffee at Home, Concentrated and Instant

The weather is getting hotter and it's time to switch from a steaming hot cup of coffee to a refreshing iced coffee.

An article just published on the Today Show's site, states that we are a nation addicted to coffee. Now more than ever, people are turning to at-home coffee machines to make the process easier and cost-efficient, but, it can be tricky to make iced coffee at home.

Unlike brewing hot coffee, making iced coffee at home takes preparation and time to cool. And while it's tempting to throw in ice cubes to speed up the process, it results in a watery, tasteless cup of Joe.

Barnie's CoffeeKitchen has introduced a convenient solution – a single-serve liquid cold-brewed concentrate called Pronto!, made from 100% Arabica beans, which are known to be the most flavorful.

Just add one brewstick to a cup of hot or cold water. Let the concentrate dissolve and brew instantly; then, just stir and enjoy—anytime, anywhere.

Another bonus: Pronto! offers seven all natural unsweetened selections: Barnie's Blend, Cool Café Blues, Crème Brûlée, French Roast, Hawaiian Hazelnut, Southern Pecan, and Santa's White Christmas.



Melitta Debuts Latest in Single-Serve Coffee



Melitta USA, a brand recognized for quality in all aspects of coffee and coffee preparation, evolves even further into the booming single-serve market with the addition of single cup coffee. The brand recently unveiled customized UpShot Solution equipment at its state-of-the-art coffee roasting facility in Cherry Hill, N.J. and is now equipped to produce its own Melitta Café de Europa Gourmet Single Cup Coffee, as well as provide manufacturing options – roasting, filling and packaging services – to third party brands looking to enter the single-serve market.

Developed by LBP Manufacturing, Inc., the UpShot Solution features an eco-friendly (composed of 100 percent recyclable polypropylene), single-serve filter that Melitta will fill with coffee. The filter is compatible with Keurig, Inc.

and other single-serve brewers and delivers a heightened sensory appeal to the brewing process. Consumers can see and smell their coffee from the moment they open the outer seal.

Several Cherry Hill community leaders and executives from LBP and Melitta were on hand to mark the occasion, including Vice President of Marketing Chris Hillman. "We're excited to bring this premium single-serve option to our Melitta customers and to other brands looking to enter this category," said Hillman.

At the ceremony, Hillman continued, "The installation of this state-of-the-art equipment is a significant addition to our facility – one that will support future growth, partnerships and continued innovation on behalf of Melitta." Hillman also gave thanks to the brand's employees, praising them for their continued hard work and excellence in production.

The new Melitta Café de Europa Gourmet Single Cup Coffee is available in four varieties – Classique (medium roast), Vienna Roast (dark roast), Blanc et Noir (a blend of light and dark roasts) and Espresso Toscana (extra dark roast) – at www.melitta.com and will be available at all major grocery retailers in the Northeast, and other select retailers throughout the U.S., in the coming months. A 12 count box will retail for \$9.49.

Robinsons Fruit Shoot Concentrate Now Available in Alabama

Britvic Worldwide Brands, global beverage company, has announced the debut of Robinsons Fruit Shoot Concentrate in Birmingham and throughout Alabama. Robinsons Fruit Shoot is the number one kids drink brand in the U.K. and Britvic, along with premier bottler Buffalo Rock, are now bringing the novelty of a concentrate to families in the U.S.

"Fruit Shoot has been a great addition to the Buffalo Rock beverage portfolio and we have realized significant success in the 10oz bottles. We look forward to continued share growth in the fruit drink category with the addition of the multi-serving concentrate package," said Matthew Dent, President and Chief Operating Officer at Buffalo Rock.

Robinsons Fruit Shoot Concentrate has no artificial flavors or high fructose corn syrup, and is the only concentrated drink in the U.S. that contains real fruit juice. The unique delivery of a concentrate gives parents control of the juice flavor and also offers them more value with each one-liter bottle containing 20 plus servings. To help consumers measure the amount of Fruit Shoot Concentrate they are mixing with water, either by the glass or pitcher, the packaging conveniently includes a cap that can be used to measure the perfect amount.

For the first time in the U.S., Britvic is supporting the Robinsons Fruit Shoot brand with television advertising, themed "Fuel Your Imagination," which promotes Concentrate and gives retailers good reason to stock-up. In-store activations have been revamped with vibrant new graphics and feature both Concentrate and ready-to-drink products in order to give consumers the full Robinsons Fruit Shoot experience.

"This is an exciting year for Britvic and the Robinsons Fruit Shoot brand, and we are delighted to be introducing Fruit Shoot Concentrate in the U.S. with the help of our trusted partner Buffalo Rock," said Jim Reade, President at Britvic Worldwide Brands Ltd. "We expect the Fruit Shoot brand to continue to thrive in the U.S. and now the addition of Concentrate rounds out our product line with an at-home offering to complement our ready-to-drink product already in market."

While Robinsons Fruit Shoot Concentrate is a new addition to the beverage aisle in Alabama, the brand's on-the-go bottles have enjoyed success in the U.S. since being introduced in the southeast region back in 2010. Fruit Shoot ready-to-drink is currently available in 30 states.



Hellmann's Celebrates

100 Years of Bringing the Best Together Around America's Tables

When it comes to bringing the best ingredients together to make memories around America's tables, Hellmann's has some experience – 100 years of experience to be exact. Nearly a century ago, regulars in a New York City deli discovered a new condiment that made their club sandwiches even more delicious – just one bite and they were hooked. The secret ingredient was deli owner, Richard Hellmann's, family recipe for mayonnaise, which would grow to be one of America's most enduring and iconic food brands – Hellmann's Mayonnaise.

Hellmann's is inviting fans everywhere to join its birthday celebration and take a trip down memory lane with a century of America's most delicious recipes. The festivities begin online now and culminate in September with Hellmann's larger-than-life "Blue Ribbon Table" – the World's Longest Picnic Table – in New York City.

"We're excited to be one of only a few iconic brands to celebrate this remarkable milestone of turning 100 years old," said Brian Orlando, Senior Marketing Director at Hellmann's. "Hellmann's is a major part of America's culture and culinary history, and we look forward to sharing this momentous occasion with our fans this year. Since New York City is where it all began, we're thrilled to return in September to bring the best together in a record-breaking way truly fitting to New York City and Hellmann's."

To celebrate decades of delicious meals, Hellmann's is teaming up with Chef Mario Batali. According to Batali, starting with real, quality ingredients is the first step to making any mouthwatering dish. But, adding a little modern twist to the classics tempts the taste buds. In the brand's video content series appearing on YouTube and Facebook, Chef Batali shares his how-to tips and modern touches to some of America's most beloved Hellmann's recipes.

Consumers can also join the celebration by virtually co-creating recipes with Chef Batali for a chance to win a seat at the Blue Ribbon Table at Hellmann's 100th birthday celebration in September in New York City. By adding ingredients, sharing suggested techniques and writing a personalized recipe description, Facebook fans can join Chef Batali in sharing a modern twist to a classic Hellmann's Blue Ribbon recipe. Each co-created dish with the "Hellmann's Making Over the Best" app on Facebook acts as an entry to the contest.

Consumers can add a piece of history to their shopping carts with special edition 100th birthday labels available on select sizes of



■ Blue Ribbon Mayonnaise Invaded the South in 1926 with this Factory in Atlanta, Georgia.



■ The creator of Hellmann's Mayonnaise, Richard Hellmann, almost sailed on the Titanic. Fortunately for future sandwich lovers, he changed his mind at the last minute and made alternate plans.



Hellmann's throughout the year.

As Hellmann's celebrates its rich history of feeding America's families during some of their greatest moments, it also is marking the occasion with support for those most in need. As part of the brand's 100th birthday celebration, Hellmann's is helping provide one million meals to Feeding America this year to help the fight against hunger nationwide.

It began as a local sensation at Richard Hellmann's Delicatessen on Columbus Avenue in New York City. In 1905, two years after arriving in the United States from Germany, Richard Hellmann began making and selling his wife's delectable recipe for mayonnaise out of his deli. The recipe, which included eggs, oil and vinegar, became so popular that he began selling it in "wooden boats" that were used for weighing butter.

Originally, two versions of the recipe were sold, and to distinguish between them, Hellmann put a blue ribbon around one. To Hellmann, the blue ribbon represented the top quality product he was offering. The "ribbon" version was in such high demand that in 1912, Hellmann designed what is known today as the iconic "Blue Ribbon" label, to be placed on larger glass jars. In 1913, Hellmann's received its first trademark for the brand, "Blue Ribbon Mayonnaise," and Hellmann's Mayonnaise was officially born.

Sales continued to surge in 1914, and to accommodate the demand, distributors with vehicles were hired to deliver the mayonnaise to various regions. The national expansion continued and by 1926 production plants were opened in cities across the country.

In 1927, General Foods Corp. purchased Richard Hellman, Inc. New ownership meant changes for the brand, starting with a new

look. In 1929, General Foods redesigned the Hellmann's logo to be an oval with the Hellmann's Mayonnaise rectangle, beginning the classic Hellmann's logo that consumers know and love today. In 1931, General Foods issued cooking booklets, like Correct Salads for All Occasions and featured Hellmann's Mayonnaise advertisements.

While Hellmann's Mayonnaise was flourishing in the eastern United States, Best Foods, Inc. introduced mayonnaise to customers in California to rave reviews. In 1932, Richard Hellmann, Inc. merged with Best Foods, Inc. To this day, Hellmann's Mayonnaise is sold east of the Rockies and Best Foods Mayonnaise is sold west of the Rockies. Even though Best Foods Mayonnaise and Hellmann's Mayonnaise are referred to by different brand names, they are the same great product, quality, and taste.

In the decades following, Hellmann's Mayonnaise continued to thrive and develop along with America's culture

1987 - Hellmann's Light Mayonnaise was added to the product portfolio.

The unforgettable slogan "Bring out the Hellmann's and bring out the best," was also coined that year.

2007 - The Hellmann's Real Food Truck traveled across the country on the Real Food Tour, showing consumers how they could create real, simple and nutritious meals with familiar ingredients, great flavor and flair. Consumer food enthusiasts were able to follow top chefs as they cooked in unexpected locations across the country.

2008 - The brand introduced

Mayonnaise Dressing with Olive Oil, along with delicious recipes that incorporate the dressing. The product was a big hit with fans, combining the creamy, rich taste of Hellmann's with the delicious goodness of olive oil.

2011 - The Hellmann's "Build the Perfect Sandwich" campaign promoted the wide variety of sandwiches that can be created using Hellmann's mayonnaise.

2012 - Hellmann's committed to using 100 percent cage-free eggs in its entire product line by 2015. Currently, Hellmann's Real includes 30 percent cage-free eggs as the brand works to build the supply chain to support the transition to 100 percent.

After a century of bringing the best to America's tables, the Hellmann's brand has become synonymous with American tradition.

2013 - This year, Hellmann's celebrates its 100th birthday, an iconic milestone that few brands reach. Celebrity Chef Mario Batali is helping the brand celebrate a century of bringing the best together



Gourmet Ethnic Niche:

We Stand Out Among the Few In America In This All-Important Category



"Proudly Supplying the Preferred Brands of the Caribbean"
KINGSTON-MIAMI TRADING COMPANY

1-305-324-0231 • 1-800-915-5678 • 1-888-700-6163 • 1465 N.W. 21 Terrace • Miami, FL 33142
 Web: www.JCSKitchen.com • Email: KMT@kingstonmiami.com • Fax: 305-324-6559



CHRISTINE CHA-FONG, CEO • PATRICK A. CHA-FONG, PRESIDENT
Quality Products for the International Market

Meijer Marks Milestone with 200th Store Opening



■ THE SWARTZ CREEK MEIJER STORE is the first of six new stores the Grand Rapids, MI-based retailer will open this year in Michigan, Indiana and Illinois. It also represents a portion of the more than \$160 million planned investment in new and remodeled stores Meijer is making this year throughout the Midwest.

190K Showplace Debuts in Swartz Creek, MI

A TODAY'S GROCER Special Report

Meijer opened its 200th store in Swartz Creek, MI, May 16, continuing its commitment to support the communities it serves by creating more than 200 jobs and buying fresh, local produce.

"We're excited to continue to see our company grow in Michigan," Meijer Co-Chairman Hank Meijer said. "We started local, and we feel it's important to continue to focus on the communities where we're located. Whether it's through donations to local food banks like the Swartz Creek Food Bank, or in supporting farmers across the Midwest, we're focused on growing together with our customers and our surrounding communities."

The family-owned retailer, which opened its first store in 1934, marked the milestone opening with a ribbon-cutting celebration at the store, located at 4141 Morrish Road in Swartz Creek. The ceremony included remarks by Meijer officials, along with presentations to the Swartz Creek Food Bank and the Swartz Creek Civic Center enhancement project.

The Swartz Creek store is the first of six new stores the Grand Rapids, MI-based retailer will open this year in Michigan, Indiana and Illinois.

It also represents a portion of the more than \$160 million planned investment in new and remodeled stores Meijer is making this year throughout the Midwest.

"I am very happy that we now have a Meijer store in Swartz Creek for my own use, and for our citizens to use," Swartz Creek Mayor David Krueger said. "I'm sure that our citizens are going to love the convenience of having the store here, and the many job opportunities that Meijer brings."

At approximately 190,000 sq. ft., the Swartz Creek Meijer was built to Leadership in Energy and Environmental Design (LEED) standards. It will offer competitive prices customers have come to expect and includes a drive-thru, full-service pharmacy offering the retailer's



■ MEIJER BOARD MEMBER Mark Meijer, team member Diane Galbraith of Swartz Creek, Meijer Co-Chairman Hank Meijer, Store Director Terri Greenwald, Terri Nix, regional product sourcing manager for the Food Bank of Eastern Michigan, Meijer President JK Symancyk, and Swartz Creek Mayor David Krueger cut the ribbon, signifying the opening of the 200th Meijer store in Swartz Creek, MI.

free prescription program for oral generic antibiotics, prenatal vitamins, and medications for those with diabetes and high cholesterol. The store will also feature a gas station, a wide selection of general merchandise, including apparel, electronics, and pet items, and a robust grocery department with national and Meijer own brand items.

Meijer is also one of the largest purchasers of many fruits and vegetables in the Midwest with an economic benefit of more than \$80 million annually. Today, Meijer published an infographic showcasing its commitment to locally grown and the relationships it has with more than 100 growers in the Midwest, providing customers with fresh produce year-round.

"Meijer has a longstanding commitment to buying locally grown produce when available as long as the quality meets our high standards," said Jerry Suter, vice president of fresh for Meijer. "It's just one way Meijer supports the communities it serves, and it's an initiative that has expanded during the past

5 years as the focus on local became more important to our customers."

Michael VanOoteghem, of VanOoteghem Farms, said buying local really resonates with customers.

"We're not a very big farm, but we do a lot of business with Meijer," said VanOoteghem, vice president of the Essexville, MI.-based farm that's provided the retailer with potatoes and cabbage for a decade. "We run into customers and they put a name with a face, and that face also means quality."

If they can see that Meijer provides a great quality product, and that it's from a local grower, it gives a boost to the entire community."

Earlier this year, Meijer expanded its program that supports Michigan small businesses to feature 55 new Michigan-made grocery items in all its stores statewide. The goal of the Made in Michigan initiative, launched in partnership with the Michigan State University Product Center, is to help strengthen the state's economy by supporting small businesses.



■ Hundreds of people gather at the new Meijer in Swartz Creek, MI, for a ribbon-cutting celebration to mark the retailer's milestone 200th store opening. The family-owned retailer is based in Grand Rapids, MI, and opened its first store in 1934 in Greenville, MI.



■ Meijer understands how important it is to support the communities where its customers and team members work and live. Each year, the Grand Rapids, Mich.-based retailer donates more than 6 percent of its net profit back to the communities it serves. During the ribbon-cutting ceremony Meijer officials presented a \$15,000 donation to the Food Bank of Eastern Michigan.



■ Meijer continues its commitment to support the communities it serves by creating an estimated 300 jobs and buying fresh, local produce. Meijer is one of the largest purchasers of many fruits and vegetables in the Midwest with an economic benefit of more than \$80 million annually.



■ The new store's produce department features a produce cart, providing healthy snack options for kids and adults while shopping. Meijer customers simply place a quarter in the coin box and make their selection. The objective of the Meijer Produce for Kids Cart is to help educate children on the importance of eating healthy foods at a young age, and hopefully encourage them to make good food choices into their adult years. All proceeds of the cart go to the Children's Miracle Network.



■ The Swartz Creek location features a drive-thru, full-service pharmacy offering the retailer's free prescription program for oral generic antibiotics, prenatal vitamins, and medications for those with diabetes and high cholesterol.



■ At approximately 190,000 sq. ft., the Swartz Creek Meijer was built to Leadership in Energy and Environmental Design (LEED) standards. It offers a drive-thru, full-service pharmacy, a 24-hour gas station, a robust books and magazines department, and a wide selection of general merchandise.



Marin French Cheese Launches a New Look



Following a year of upgrades to its historic creamery, Marin French Cheese has debuted newly-designed labels and packaging for its classic line of soft-ripened cheeses.

Labels now sport original art depicting the creamery's idyllic location at western Marin County's Hicks Valley Ranch. In addition, new lightweight wooden cups will hold and protect the ripening cheeses while

clear wrapping will allow shoppers to see the cheeses inside.

The new labels were developed following a year of market research to study consumer familiarity with styles of cheese and how soft cheeses fit into today's food choices.

"We found that people want locally made, approachable cheese that they can enjoy and share with friends," states Marie Giguere, General Manager. "The new design is fresh and bright — and reflects the uniquely Californian character of the cheese," she adds.

Giguere said the design, which was created by Sonoma County-based Firefly Creative Company, not only modernizes the Marin French brand but more authentically reflects its deep connection to Northern California through an artful depiction of the company's historic Hicks Valley Ranch location.

Irish Dairy Board Introduces Kerrygold Skellig Cheese



The Irish Dairy Board is introducing Kerrygold Skellig, a sweet Cheddar cheese, to supermarkets and specialty stores across the U.S. A popular Cheddar variety in the U.K., Kerrygold's sweet Cheddar is a complex cheese with a firm yet creamy texture, a distinct nuttiness and sweet apple notes. The cheese is not "sweet" as sugar is sweet, but describes an intensely flavor-

ful, high-umami quality.

"The first thing you notice is how creamy it is," explained Laura Werlin, a James Beard Foundation Cookbook Award winner and one of the country's foremost authorities on cheese, in her tasting notes for Skellig. "This is followed by fruity, almost apple-like flavors with a decided sweetness. That's then chased with light brown butter and nutty flavors and an ever-so-slight sharpness on the finish. Altogether, it's an amazing experience."

Kerrygold is introducing Skellig in anticipation of a European trend the company expects will catch on in the U.S. "The trend in the U.K. and the rest of Europe is shifting towards a sweet Cheddar," said Roisin Hennerty, President of the U.S. Consumer Foods business. "Brand research abroad shows consumers favor sweeter Cheddars over more traditional Cheddars and we expect a similar taste evolution to occur in the States. Skellig captures the flavor profile that is in demand in Europe."

Like all Kerrygold cheeses and butters, Skellig is made in Ireland with milk from grass-fed cows that are free of artificial growth hormones. The cows are raised on small family farms, with an average herd size of 60.

Kerrygold Skellig is available in 7-ounce parchment packages.

18th Annual

Rebecca Lougheed Takes First Place in IDDBA's Cake Decorating Challenge

The winner of the International Dairy-Deli-Bakery Association's (IDDBA) eighteenth annual Cake Decorating Challenge is Rebecca Lougheed, Food City, Greeneville, TN. The event was held at the Dairy-Deli-Bake 2013 seminar and expo in Orlando, FL, June 2-4. Second place went to: Kelli Coleman, Dillon Stores, Lawrence, KS. The third place winner was: Dawnette Costa, Giant Eagle, Erie, PA.

IDDBA Executive Director Carol Christison had this to say about the Cake Challenge contestants: "Our contestants not only have the skill-set needed to compete at a national level, but they have the internal fortitude that lets them do it under pressure. They don't have a fancy studio or hours to complete one cake. They're working under severe time pressure in a convention center exhibit hall. The challenges they face in this competition include heat, stress, exhaustion, unusual working conditions, and an audience watching their every move. Not only do they meet these challenges, but they do so with grace and incredible talent. No matter what trophy they take home, they're all winners."

There are three phases to the Challenge. On June 2, each contestant decorated enough cakes to fill one multi-tiered, eight-foot bakery case. On June



■ CAKE DECORATING CHAMP! Food City's Rebecca Lougheed.

3, each contestant decorated a wedding cake. June 4 was a special "Decorator's Choice" theme event. Judges for the contest were: Luke Bender, Maplehurst Bakeries, LLC and Jim Caliendo, Rich Products Corporation.

Ray Lippert, Bakery Crafts, Pam Pezel, Bakery Crafts, and Elizabeth Riggs, Bakery Crafts were on site to support the

contestants and provide equipment. Bakery Crafts also provided cake decorating accessories, tips, equipment, and support. Barry Callebaut, Enjay Converters Ltd., Fondarific, in2food, Lawrence Foods, Inc., Lowe Refrigeration, Inc., Maplehurst Bakeries, LLC, and Rich Products Corporation provided product for the event.

Tyson Deli Mexican Original Tortilla Chips Increase Top-Line Sales

Deli operators looking for a great tasting, high impulse, high margin snack item that adds a "made fresh in-store" halo to their deli image, need look no farther than Mexican Original



Tortilla Chips by Tyson Deli. A great product for any occasion including graduation parties, road trips or picnics, these easy-to-prepare chips can be sold fresh in the service deli for up to three hours, or can be bagged and sold by the pound throughout the store. With a 7-day shelf life once packaged, operators can schedule preparation during slow frying times to keep displays full and fresh and control shrink.

"Fried on-site using existing equipment, at only three minutes of frying time per batch, even stores with small fryers can prepare one or two 15 pound cases in 30 minutes," says Brand Manager, T. FuQua. "Each case yields approximately 14 bags of chips and once packaged stay fresh up to seven days. With a case or two slacking in the cooler to replace the chips sold during the day, and a short three minute fry time, refilling displays is a snap."

According to Mike Scipione of Acosta/Southwest, retailers in his area typically sell one to two cases of Mexican Original Tortilla Chips a day. Many fry a case or two of chips first thing in the morning and sample the chips at the deli to generate trial and sales. They also display them prominently near beverages so as to intercept shoppers.

Joe Haughn of Key Sales and his team sold four cases of Mexican Original Tortilla Chips in just three days at a 60 plus store-chain in the Midwest. "We brought in a small bakery rack, packaged the chips in clear bakery bread bags and selected a designated space near the front of the store for the display," he explained. "The 'Fresh Made' sign on the display really got customers' attention and once we started our sampling program, they were really impressed with the restaurant-quality flavor. At \$1.99 per 1 lb. bag, the chips sold quickly." To keep the display full, Joe and the team took advantage of mid-afternoon slow times in the deli prep area to fry enough chips to replace bags sold.

Available in green, yellow, white, red, dark blue, black and orange, Mexican Original Tortilla Chips provide retailers opportunities to merchandise national or local team colors for game day parties, tailgating and holidays.

Horizon Organic Launches First Organic Milk with DHA Omega-3 Single Serve Milk Boxes

Horizon Organic, a leading national organic dairy brand, announced the launch of Horizon Organic Milk with 32 mg DHA Omega-3 Single Serve Milk Boxes. These new milk boxes provide consumers with all of the same nutritious benefits of organic DHA omega-3 milk, but in a single serving milk box that is shelf-stable, meaning it doesn't require refrigeration. They are the first on-the-go milk product enhanced with 32 mg DHA omega-3 to come to market.

DHA omega-3 is a long-chain omega-3 fatty acid that has been studied for its role in supporting healthy brain development. Each serving of Horizon Organic Milk with DHA omega-3 provides 32 mg of DHA. Most children currently don't get the suggested intake of DHA omega-3, making these new milk boxes from Horizon Organic a great choice for parents looking to incorporate more DHA omega-3 into their families' diets.

"Horizon Organic Milk with 32 mg DHA Omega-3 Single Serve Milk Boxes are a great option for families who want all of the nutritious benefits of milk, including 8g of protein, Vitamins A and D, and calcium, with the added benefit of DHA omega-3 to support healthy brain development," said Mike Ferry, Horizon Organic president. "As the first shelf-stable milk box with 32 mg DHA omega-3, these new milk boxes are perfect for packed school lunches and busy families."

Horizon Organic Milk with 32 mg DHA Omega-3 Single Serve Milk Boxes are available in six varieties, including chocolate 1% in 6-count, 12-count and 18-count packages and vanilla 1% in 6-count, 12-count and 18-count packages. Like all Horizon Organic Milk with 32 mg DHA Omega-3 products, these new convenient, shelf-stable single serve milk boxes are made with a sustainable, plant-based and vegetarian source of DHA omega-3. Plant-based DHA omega-3 is free from ocean-borne contaminants, does not contribute to overfishing and is a better option for those following a vegetarian diet.

Horizon Organic Milk with 32 mg DHA Omega-3 Single Serve Milk Boxes are now available nationwide at a suggested retail price of \$7.99 for a 6-pack, \$14.99 for a 12-pack and \$15.99 for a club store 18-pack.



24 Strictly Natural



New 10 oz. Option for La Terra Fina Popular Flavors

La Terra Fina, makers of some of the best-selling refrigerated spreads in the country, has recently been taking the deli aisle by storm with their Greek yogurt flavors in 10 oz. packaging. Now, the line's most popular flavors are available in the new 10 oz. size, including these three all-natural dips: Chunky Artichoke & Jalapeño Dip, Spinach Artichoke & Parmesan Dip and Spicy Fiesta Dip.

La Terra Fina's new products contain no nuts or

trans-fats. As an effort to minimize environmental impact, the packaging is made from 100% recycled PET bottles and shaped in 10 oz. squares for more efficient stocking and shipping. The dips are available now at select Northern California specialty grocers for an SRP of \$4.99. As versatile as they are flavorful, the dips add something special to everything from sandwiches and wraps, to crackers and veggie platters.

Pacific Foods' New



Organic Baked and Refried Beans Pack Protein Punch

New USDA Certified Organic baked and refried beans from Pacific Foods are made with simple, quality, non-GMO ingredients and slow-cooked to perfection. A leading innovator in the natural foods industry, Pacific seals in the naturally rich flavor and creamy texture of its beans using BPA-free cartons.

"Building flavors that highlight the pure integrity of natural ingredients is what sets Pacific products apart," said Kevin Tisdale, Vice President of Marketing for Pacific Foods. "Beans are such a ba-

sic staple in everyone's pantry; we wanted to make the best product people could buy. Our organic ingredients are carefully sourced from non-GMO farms and suppliers, slowly cooked and sealed at the height of perfection. It's a great addition to our growing line of family favorites."

The new line-up includes: Organic Refried Pinto Beans, Organic Refried Pinto Beans Vegetarian, Organic Refried Black Beans Vegetarian, Organic Refried Black Beans with Green Chiles (Vegetarian), Organic Baked Beans Veg-

etarian, and Organic Baked Beans with Pork.

Rich in plant-based protein and fiber the products are not only healthy, they're extremely versatile. Pacific's organic refried beans are delicious on their own, in traditional Mexican dishes, as a meat alternative for lasagnas and pizzas, and even for thickening up creamy soups.

Pacific organic beans have up to seven grams of protein per serving and will be available nationwide (SRP \$2.69 - \$2.99 for 13.6 oz.).

SuperSeedz

Kathie's Kitchen Debuts Healthy Snack

Kathie's Kitchen is currently introducing America's tastiest new healthy snack. Kathie's Kitchen produces a full line of branded SuperSeedz premium dry roasted shelled pumpkin seeds and perfects them into a powerful nutritional snack that is Gluten Free, Peanut Free, Tree Nut Free, Soy Free, Dairy Free, Vegan, Non-GMO and MSG Free.

"Offering healthy snack options that do not contain additives or preservatives are essential to providing good nutrition to consumers as well as supporting healthier eating habits," says Kathie Pelliccio founder of Kathie's Kitchen. "We care very deeply in helping consumers live a healthier lifestyle and providing them with a Healthy Snack alternative."

Kathie's Kitchen SuperSeedz branded premium pumpkin seeds are available in 5 oz. bags in the following eight flavors:

SEA SALT - SuperSeedz #1 seller and the flavor that all of America loves. Just the right amount of crunch with a light unrefined Sea Salt seasoning added. Not too salty and great tasting...this SuperSeedz is taking America by storm!

COCO JOE - Just the right combination of high end French Cocoa, Vanilla, Sea Salt and a hint of Coffee to satisfy all chocolate lovers. This is a guilt free snack that is surprisingly low in sugar and big in chocolate taste!

REALLY NAKED - A true testament to the great flavor of dry roasted and shelled SuperSeedz without seasoning of any kind. Completely sodium free!

SOMEWHAT SPICY - Cayenne, Garlic and Sea Salt all combined to bring you a truly addictive savory snack. So good you won't believe they are good for you!

SUPER SPICY - An intense Habanero flavor with a Black Pepper surprise ending. Just the right amount

of kick without too much heat. This is a fun flavor that will satisfy every heat seeker. We bet you can't eat one handful. Throw in an ice cold beer and you've got a party!

ORIGINAL CURRY - A great mild and subtle Curry blend that is not overpowering, yet

memorable. These SuperSeedz are distinctive and delightfully tasteful that will turn you into a Curry lover. Great out of the bag or on salads or in soups! Original Curry SuperSeedz is the only flavor that is NOT Soy Free.

SUGAR AND CINNAMON - If you like Cinnamon Buns, you're going to love Sugar and Cinnamon SuperSeedz. Truly exceptional taste with just the right amount of sweetness and all the benefits of Cinnamon.

TOMATO ITALIANO - Bruschetta on a pumpkin seed! Tomato, Basil, Garlic, Sea Salt, Pepper and a hint of Onion combined to bring you a great big flavor on little pumpkin seeds.



Polaris Foods Introduces Sol del Limari Olive Oil

Polaris Foods, LLC has announced the arrival of its inaugural product offering: Sol del Limari, an estate-bottled Chilean extra virgin olive oil (EVOO). The oil is currently available to purchase in both 250ml (\$9) and 500ml (\$17) sizes to the shelves of fine and gourmet grocery retailers throughout the U.S.

Sol del Limari gets its name from the Limari Valley of Chile, where it is both grown and bottled on a sustainable, family owned and operated estate. Chile has increasingly gained international recognition as a force among olive oil producers for its ideal Mediterranean climate and naturally protected valleys that create optimal growing conditions for some of the world's finest olives.

"We are thrilled to introduce such a high quality product from Chile to the U.S. market," comments Polaris Foods, LLC CEO Don Chase. "Sol del Limari exemplifies the type of gourmet products we are looking forward to offering: a top-rated product coming directly from a very respected and celebrated olive growing region in Chile."

The olive plantations that grow the olives used in Sol del Limari EVOO are only a short distance from the state-of-the-art processing facility, allowing for the olives to be cold-pressed within minutes of harvest. The result is a balanced olive oil with an intermediate fruity flavor that gives way to a touch of artichoke, arugula and green apple on the palate. It has a maximum acidity of 0.2%. The oil is delicious by itself or as a key ingredient in a wide variety of dishes.

In addition to Sol del Limari, Polaris is also debuting a second, wholly owned brand of estate-bottled Chilean extra virgin olive oil, Encanto, in colorful, 1-liter tins.



SeaSnax Introduces Line of Seaweed Snacks

SeaSnax, makers of America's first Non-GMO Project verified roasted seaweed snacks, has debuted an expanded line of SeaSprinkles, the company's latest seaweed treat, which won the Most Innovative New Product award when it debuted at the Expo East show in September of 2012. The three new strangely addictive SeaSprinkles flavors includes: Chocolate, Toasty Coconut, and Vegan Cheese.

SeaSprinkles are crunchy, nutritious, and slightly sweet-tasting seaweed clusters that are designed to be a convenient snack eaten right out of the bag or used as a topping for soups, salads, rice, or even desserts. Since the original SeaSprinkles flavor was launched, the concept has been a huge hit with both parents and kids. "We're getting kids excited about eating sea vegetables and getting them to consider it as a treat," said SeaSnax Founder and Chief Eating Officer (CEO) Jin Jun. The new line of SeaSprinkles flavors add an even more sophisticated touch: A hint of lime meets seaweed in their new vegan cheese flavor. And coconut and chocolate lovers will be impressed by the rich, velvety and decadent fusion of ingredients in the mouthwatering chocolate and toasty coconut varieties. "We think our fans will love the creative combinations of our new SeaSprinkles," said Jun.

SeaSnax is putting a fresh twist on seaweed, a centuries-old food staple in Asian culture that is gaining in mainstream American popularity and recently was touted by industry insiders as a top consumer snack trend. SeaSnax uses 100% olive oil and blends seaweed with bold and intriguing flavors, like chipotle. The introduction of vegan cheese, coconut, and chocolate flavors to seaweed in the SeaSprinkles line makes for another industry first.

Walkers Shortbread Unveils Mini Crunchy Oatmeal Cookies



Walkers Shortbread, the venerable Scottish bakery founded by Joseph Walker in 1898 and still run by the Walkers family, has introduced a quintessentially Scottish cookie.

Walkers Shortbread's Mini Crunchy Oatmeal Cookies, made with only natural ingredients including whole grain oats, sweet creamy butter, whole-wheat flour and a touch of golden syrup, join the brand's popular line of mini shortbread and cookie varieties. The 4.4-ounce resealable 'grab and go' bag of Mini Crunchy Oatmeal Cookies contains 28 bite-sized cookies, and are available for purchase at retailers nationwide.

According to Steve Dawson, President of Walkers Shortbread Inc., mini-sized portions are a rapidly growing segment across many CPG categories. "They have done well for us. It's clear that consumers are looking to be come more conscious snackers and facilitate portion control. Snacking 'on-the-go' is also trending, which has contributed to the growth of our mini line of products."

Kontos Foods Introduces

High-Protein, Lower-Carbohydrate Greek Lifestyle Flatbread



Kontos Foods, Inc., a leading manufacturer and distributor of traditional Mediterranean foods, has announced the re-launch of its SmartCarb flatbread as Kontos Greek Lifestyle Flatbread. The hand-stretched Greek Lifestyle Flatbread has been specially formulated to appeal to protein-seeking, carb-conscious consumers who want to enjoy satisfying sandwiches, elegant appetizers and Mediterranean-style meals as part of a healthy diet.

"With this flatbread, we invite health and weight-conscious consumers to welcome bread back into their kitchens," said Steve Kontos, vice president of Kontos Foods. "Kontos Greek Lifestyle Flatbread represents a new category of healthful foods that promote wellness and enjoyment of life and eating. We formulated the Greek Lifestyle flatbread to give it a nutritional

benefit profile similar Greek yogurt – higher protein, lower carbs and fewer calories."

The Kontos Greek Lifestyle Flatbread has 15 grams of protein, 21 grams of carbs, just 2 grams of sugar and 190 calories per serving. The product is available for both retail and food-service, in a 4-pack, 10 oz. package.

"As a Greek-owned company and leader in the flatbread category, Kontos Foods is very keyed into consumers' desires for products that provide better-for-you and life-long health and wellness benefits. The Greek Lifestyle Flatbread has double the protein content of other flatbreads – and it does not have the high fat and cholesterol typically associated with meat or dairy products," said Warren Stoll, Kontos Foods' marketing director. "Our initial feedback from retail stores and restaurants – both on the product and on the premium packaging – has been very positive."

Nonni's Delights Healthy Snackers With New THINaddictives

Introduces Almond Thins

Nonni's, the leading biscotti baker in North America, introduces THINaddictives, a delectable almond thin cookie to its product line. Created from a cherished family recipe, these light and crunchy cookies are crafted with artisan quality. Nonni's THINaddictives are twice baked with the utmost care using real ingredients, making each bite so addictive.



A healthy indulgence, these gourmet cookies are made with antioxidant-rich ingredients including real whole cranberries, raisins, pistachios and almonds. THINaddictives are served in 100-calorie portion controlled packs, making them the perfect on-the-go snack.

"Over the years Nonni's devotion to quality ingredients and product innovation has produced delicious baked goods that consumers have come to love," said Patricia Wong Bridges, Brand Marketing Manager for Nonni's. "The introduction of new THINaddictives continues this tradition and provides a unique, thin cookie with wholesome ingredients that consumers can enjoy and feel good about."

Every box of Thins contains six freshness packs, available for a suggested retail price of \$3.29 at select grocery and club retailers nationwide. So crunchy and so light, THINaddictives are a nutritious snack available in three scrumptious flavors: CRANBERRY ALMOND THINS - Crunchy California almonds combined with succulent juicy cranberries twice baked make for the ultimate crunchy chewy sensation; PISTACHIO ALMOND THINS - California almonds mixed with savory pistachios baked to perfection and delicately folded into a thin crisp cookie; and CINNAMON RAISIN ALMOND THINS - Sweet succulent raisins and California almonds laced with delicate cinnamon swirls create a thin indulgence you can feel good about.

The quality care and ingredients makes THINaddictives a snack consumers can feel good about.

Sour Punch Launches

Chewy Soft Shell Punchies Candy



Sour Punch, the maker of those mouthwatering "straws," is bringing its Punchies characters to life in a sour, chewy, soft shell candy.

These wacky characters, visible on the Sour Punch Straws package, are formed into chewy, bite-size candy that packs the perfect punch of fruity sweet and sour—and will be available nationwide.

With a playful character for every personality, the new Punchies offer a variety of five delicious flavors including: Strawberry, Blue Raspberry, Green Apple, Tangerine and Lemon in every pack.

"Punchies are perfect for the young at heart," says Sour Confections Brand Manager Kristi Shafer. "We've taken the whimsical, iconic characters from the Sour Punch brand and brought them to life in a chewy, soft shell, candy that delivers the perfect balance of fruity, sweet and sour."

Support for the Punchies launch includes a :15 second national cable commercial, an augmented reality social game on Facebook called "Sour Punch Drop Zone" and brand new Sour Punch and Punchies websites as well as online banners, promotions and sponsored content.

The bite size candy is available in a 2oz. pouch, 3.5oz. theater box and 14oz. laydown bag, with suggested retail prices ranging from \$0.89-\$2.99.

Carmit Candy Industries Debuts Line of Fortified Confectionery

Carmit Candy Industries is developing a new line of functional confectionery products for specific health indications.

"We have made an investment to expand our reach in the fortified confectionery and supplement markets," says Steve Grun, CEO of Carmit. "This is a natural progression for us, after successfully developing and launching innovative products in the global gluten-free confectionery market. The fortified confectionery market is a strategic direction for us and we hope to further establish Carmit as a leading private label manufacturer for value added and healthy confectionery products."

The new line of fortified confectionery products are designed to provide specific health benefits while maintaining excellent taste and texture. For each health indication, ingredients are carefully selected for their scientific support, regulatory approval and technical parameters. The ingredients are then incorporated into one of the confectionery carriers such as chocolate coins, toffee-chews, creme-filled wafers and lollipops and undergo organoleptic and analytical testing to ensure both ingredient stability and delicious taste.

Some highlights of the new fortified confectionery product line are: Weight-management wafer-bar with glucomannan and potato extract; Bone-health chocolate coin with calcium, vitamin D and vitamin K; Immune-health sugar-free toffee chew with echinacea, vitamin C and zinc.



Ferrara Announces Limited Edition Nostalgic Lemonhead Tin

Ferrara Candy Company has introduced a limited edition, commemorative Lemonhead candy tin featuring the iconic candy's original artwork from 1962. Celebrating more than 50 years of the iconic Lemonhead brand, the company will showcase the new item to retailers at the 2013 Sweets & Snacks Expo in Chicago, with plans to feature the 1.5-ounce tins for a limited time.

"At a time when legendary American companies are closing their doors, we are proud to honor one of Ferrara Candy Company's long-standing brands with these commemorative tins," said Ferrara Candy Company CEO Salvatore Ferrara II. "My grandfather founded this company, and led our team through times of both economic prosperity and depression, yet Ferrara Candy Company continues to grow and modernize. Through it all, we have always maintained respect for our history and the great products that made this company what it is today."



The limited edition tins with their original artwork highlight the long heritage of Lemonhead candies. Though the company has grown substantially since its beginnings in 1908, Lemonhead candies are made the same way they were in 1962 – with a unique cold-panning method also used to make the company's popular Red Hots. Made with real lemon juice to give the candies their unique lemon flavor, Lemonhead candies are fat free. The brand continues to maintain its popular slogan "Real Lemon Pucker Power."

The popularity of the Lemonhead candies led to expansion of the brand portfolio, which now includes Applehead, Grapehead, and Cherryhead along with the Chewy Lemonhead & Friends line-up introduced in 2007. The chewy version of the original Lemonhead candy is available in four varieties: Original, Tropical, Berry and Redhead.

Candy

26 Wines & Beers

The Perfect Social Sipper

J Pinot Gris Rockets to #1

The search for a classy "California-style" Pinot Gris wine starts and ends with the letter "J". With its unveiling of the 2012 vintage, J Vineyards & Winery continues its streak to the top of the category, producing the #1 best-selling California Pinot Gris in America (above \$14) - this according to AC Nielsen.

If you are enjoying a cool, crisp Pinot Gris tonight, you are most certainly riding America's hottest white wine trend - the move away from oaky, buttery Chardonnays. J Pinot Gris is so hot, it continued to outpace overall category growth by 50% during the last 13 weeks of 2012 (AC Nielsen).

Because of its more delicate fruit flavors and ability to pair with a wide variety of foods, consumer interest in Pinot Gris (and the Italian version of the same grape, Pinot Grigio) has grown nearly 10% in the past year to become the #5 most-enjoyed wine in the country behind Chardonnay, Cabernet Sauvignon, Merlot, and White Zinfandel.

"The rising popularity of Pinot Gris can be attributed to the wine's food pairing appeal," says Melissa Stackhouse, J VP of Winemaking. "This multi-dimensional wine, in a screw-cap, is a delicious social sipper, and also a great accompaniment to a variety of Asian dishes accented with edgy spices and flavors."

"The introduction of J's California Pinot Gris in 2009 was a classic example of the right wine at exactly the right time," adds Stackhouse. "Consumers were demanding great quality and value during the downturn in the economy and, today, our Pinot Gris continues to deliver on that promise."



"The Recipe"

Trincherio Family Estates Announces Launch of Dr. Angove Australian Red Blend



Trincherio Family Estates announced that together with Angove Family Winemakers, they have launched the first vintage of Dr. Angove, a 2012 Red Blend from South Australia with a suggested retail price of \$12.99. 50% Shiraz, 30% Grenache, and 20% Petit Verdot, the red blend, "The Recipe" is a modern take on Dr. Angove's original red wines.

The Angove winemaking story began in 1886 when Dr. William Thomas Angove established a medical practice in the Adelaide foothills in South Australia. Not long after his arrival, Dr. Angove began experimenting with vines and winemaking, initially as a tonic for his patients. He established his own vineyards and by 1903 the Angove vineyard holdings were 100 acres. Dr. Angove continued to practice medicine until his death in 1912. Five generations later, McLaren Vale based Angove Family Winemakers is still a family owned and run business. Dr. Angove, Angove Vineyard Select, Nine Vines, Zibibbo Sparkling Moscato, and the Angove luxury tier which includes Warboys and Medhyk are imported, sold, and marketed in the US by Trincherio Family Estates, the family owned Napa-Valley winery

founded in 1948 by the Trincherio Family.

Brooding deep indigo, this is Australian red wine at its best; following the traditions of Australia's winemaking pioneers and mixing together grapes of different varieties to produce a homogeneous blend. Spicy Shiraz from Barossa and the Southern Flinders, juicy fruity Grenache from the best old vines in the Riverland, and dark, rich Petit Verdot from the sunny banks of the Murray River, are blended together to create Dr. Angove's heady and delicious "Recipe."

Newcastle Introduces

Limited Edition Newcastle Bombshell Blonde Ale

Newcastle, the No Bollocks beer brand, today announced the release of its limited edition Newcastle Bombshell pale blonde ale. Available nationwide, between May and July 2013, Newcastle Bombshell is a refreshing new addition to the Newcastle portfolio featuring an eye-catching blonde on the label intended to catch the eye of beer drinkers nationally. And sell more beer.

"An Englishman's first love will always be his brown ale, but now he can have a summer fling with a beautiful blonde," said Charles van Es, Brand Director, Newcastle Brown Ale. "With its golden ale color, light aroma and silky smooth finish, Newcastle Bombshell is a real British beauty worth waiting for, with a label as alluring as the beer inside."

Newcastle Bombshell is an English-style blonde ale that offers a floral hop aroma, a balanced and bittersweet flavor with toasted biscuit notes and a smooth clean finish with hints of caramel sweetness. Brewed with a combination of Cascade, Hellertau and Northdown hops, Newcastle Bombshell has an alcohol by volume (ABV) of 4.4 percent with 28 International Bittering Units (IBUs).

Newcastle Bombshell is available nationally in 6-bottle and 12-bottle packs priced comparably to Newcastle Brown Ale and may also be found on draught in most markets.



Sonoma-Cutrer Launches First Offering in Winemaker's Release Series

Late Harvest Chardonnay Hits Shelves as First in Collection

Sonoma-Cutrer has announced the launch of its Winemaker's Release Series which showcases the craftsmanship and innovation of the Sonoma County, California winery. The first in the series, Late Harvest Chardonnay, is part of the limited edition bottlings that will be released periodically and will consist of different varietals and blends.

Produced from grapes left hanging on the vine well past the standard amount of ripeness, Late Harvest Chardonnay allows for a more concentrated amount of sugar and flavor to be captured with each sip. In general, late harvest wine uses grapes or other fruits that have been left on the parent plant longer than usual and in turn, develops more sugars, resulting in a sweeter, richer wine.

"The Late Harvest Chardonnay is very special in that we are only able to produce it when conditions allow," said Mick Schroeter, Sonoma-Cutrer Winemaking Director. "Its sweetness comes from extra time on the vine that concentrates the sugars and flavors which creates a dessert-style wine with rich, succulent flavors and robust sweetness."

Late Harvest Chardonnay is offered in select U.S. markets with a suggested retail price of \$29.99 for a 375ml bottle.

Sonoma-Cutrer Late Harvest Chardonnay is a classic late harvest wine with lush aromas and flavors of peach, apricot, honeysuckle and maple syrup. Enjoy this wine on its own or with desserts such as poached fruit, fresh berries, tarts or creme brulee.



'Supernatural Rose'

Carlos Santana & Mumm Napa Release Sparkling Wine

Legendary guitarist Carlos Santana and Mumm Napa, one of California's top sparkling wine houses, are making sweet music again with the release of another exclusive sparkling wine. The new wine, Mumm Napa Supernatural Rose, is a nod to the longstanding relationship between Santana and Mumm Napa, and is the second bottling produced through collaboration between the two.

The 2006 Supernatural Rose (\$65) has limited availability and can be found at Mumm Napa Winery and online at www.mummnapa.com. The Supernatural Rose label is a tribute to Santana's Grammy Award winning album, *Supernatural*.

Much like the song "Smooth," and other now classic tracks on that album, Supernatural Rose is also the product of careful collaboration. Mumm Napa winemaker Ludovic Dervin worked closely with Santana, using his feedback on wine style to create an elegant and lively sparkling wine with a rich, creamy palate featuring flavors of fig and blackberry jam.

"It is always a pleasure working with Carlos to make a wine because like music, wine can also really be about personal expression," notes Mumm Napa winemaker Ludovic Dervin. "Supernatural Rose is very much an expression of Carlos and Mumm Napa - not only is it vibrant and lively, but it is also approachably luxurious."

The Mumm Napa Supernatural Rose is a *tete de cuvee*, or top bottling, and comes from specially selected lots from Mumm Napa's best vineyards in the Napa Valley. The Supernatural Rose *cuvee* comes from the 2006 vintage and is 100% Napa Valley grapes, with a 50%/50% blend of Pinot Noir and Chardonnay.

A portion of the proceeds from every bottle sold will benefit the Milagro Foundation. Established by Carlos and his family in 1998, the foundation supports non-profit organizations and programs worldwide working with children and youth in the areas of the arts, education and health. Since its inception, Milagro has granted more than \$5 million.

Stella Artois Uncorks 'Stella Artois Cidre'

Stella Artois, the top-selling Belgian beer, is introducing Stella Artois Cidre to the surging U.S. cider market.

Stella Artois Cidre is a crisp, distinctive European-style cider made with apples hand-picked from wine growing regions. Initially it will be available in 26 U.S. states, with further expansion possible in 2014. Sales to retailers begin on May 13.

"Cider drinkers are now approaching cider with a sophistication similar to that of wine drinkers," said Marc Stroobant, a Belgian master sommelier. "To capture their interest, ciders certainly need to be refreshing and savory, but people also want something a little more complex and distinct, which Stella Artois Cidre offers."

Stroobant said that similar to white wines, drier ciders such as Stella Artois Cidre are designed to be savored and pair well with chicken, fish and a broad selection of cheeses, including Camembert-style cheeses, English cheddars, semi-firm cheeses such as Gruyere and washed-rind cheeses. Stella Artois Cidre's tart profile also balances well with Asian and spicy foods and light salads.

Stella Artois Cidre will be fermented in Baldwinsville, New York, using apples picked from wine-growing regions in North and South America. At 4.5 percent alcohol by volume (ABV), Stella Artois Cidre is available in two packaging configurations: four-packs of 12-ounce bottles and single, 24-ounce bottles.





■ UIW Feik School of Pharmacy students and faculty along with Prati-Donaduzzi representatives gather to celebrate their unique partnership.

H-E-B Partners with Feik School of Pharmacy

The University of the Incarnate Word's (UIW) Feik School of Pharmacy in San Antonio, TX has announced a partnership with Brazilian generic pharmaceutical company Prati-Donaduzzi. This is a collaboration between two American partners—H-E-B supermarkets and UIW—and two Brazilian organizations—Prati-Donaduzzi and Catholic faith-based university Pontificia Universidade Catolica do Parana.

"This is a unique venture within the U.S. pharmacy school arena which has the potential for multi-directional outcomes for UIW's Feik School of Pharmacy, H-E-B and Prati Donaduzzi," said Dr. Arcelia Johnson-Fannin, founding dean, UIW Feik School of Pharmacy.

Prati-Donaduzzi will provide eight fourth-year pharmacy stu-

dents (P4) with a fully-paid six-week industrial rotation at Prati-Donaduzzi in Brazil near the great landmark Iguassu Falls. This group of students will be the pioneers in this innovative venture that bridges education and its application to comparative drug development with a global perspective. Together, Prati-Donaduzzi, UIW and Pontificia Universidade Catolica do Parana will embark on creating the first experiential pharmacy education on regulatory affairs involving the FDA and the Brazilian regulatory agency ANVISA.

"UIW is embracing globalization by bringing together eight Brazilian and eight American students. These students will tackle the real world needs of private organizations that need employees who can maneuver through complex

regulations in both countries and develop solutions to product registration in Brazil and in the U.S.," said Marcos A. Oliveira, PhD, associate professor of pharmaceutical sciences at UIW Feik School of Pharmacy.

Prati-Donaduzzi representatives Francisco Junqueira, new business director and CIO and Joselia Manfio, director of the research arm of Prati, Biocinese were in attendance at the Rites of Passage, an event held annually by the Feik School of Pharmacy. The event celebrates the accomplishments of third-year students, reflects upon past experiences and ushers in a new stage of direction and learning. It is a public opportunity for the community to applaud their progress and look to the future.

Ole Smoky Tennessee Moonshine Names John Cochran CEO

Ole Smoky Tennessee Moonshine has named beverage industry veteran John Cochran chief executive officer (CEO) of the growing spirits brand. Known for leading remarkable growth of the Pabst Blue Ribbon brands, Cochran joins Ole Smoky after most recently serving as CEO of AquaHydrate.

Joe Baker, founder of Ole Smoky Tennessee Moonshine, stated: "John brings a proven track record of success with Pabst Blue Ribbon, a brand whose target consumer demographic very much aligns with that of Ole Smoky. While we've achieved tremendous growth with our current team, leveraging our heritage and local traditions, we've now reached a point at which we



■ JOE BAKER

need to accelerate that growth and guide Ole Smoky into new territory. John is a beverage industry vet-

eran, and his impressive work with Fiji and PBR make him the perfect choice for Ole Smoky's next chapter."

Prior to joining Ole Smoky, Cochran was CEO of AquaHydrate where he spent the past year building the brand for the joint venture between Mark Wahlberg and Sean Combs. A beverage industry authority, Cochran built the Roll Global Fiji brand and developed the premium bottled water category, which he then applied to AquaHydrate, helping each brand achieve rapid success in a crowded category. Prior to his work with AquaHydrate, Cochran served as CEO of Pabst Brewing Company where he rebuilt and revitalized the company's marquee brand, Pabst Blue Ribbon, transforming it into an iconic American brand.

"I am truly privileged to take on the role of CEO for Ole Smoky Moonshine," said Cochran. "I absolutely love the product, and am energized by the emergence of moonshine as a more mainstream category. I have a personal affinity for craft distilling and believe that the authenticity of true American brands like Ole Smoky Moonshine connect with consumers in a powerful way. Ole Smoky is a true American success story, and the company has parlayed local traditions into a nationally-distributed brand that has created local jobs in East Tennessee and continues to support its Appalachian heritage. I'm look forward to introducing the Ole Smoky brand to new audiences and to growing the business, both nationally and internationally."

Mini Melts Ice Cream Scoops Up Nationwide Roll Out

Mini Melts USA, Inc. Mini Melts Ice Cream will soon be available through automated retail kiosks manufactured exclusively by Fastcorp LLC in most Walmart stores nationwide. "Our Automated Kiosks provide superior merchandising and they are the most energy efficient and reliable kiosks on the market. We are thrilled to be part of this program with two exceptional companies, Walmart and Mini Melts," said Todd Piatnik, President of Fastcorp LLC.

"We are grateful for the opportunity to serve Walmart customers throughout the United States, by not only providing a premium ice cream product, but by doing so consistently with Walmart's low-price philosophy," said Dan Kilcoyne, President of Mini Melts USA, Inc.

"Many other national partners are taking advantage of our program, which adds high incremental sales revenue per square foot," said Charlie Hanna, Vice President of Business Development of Mini Melts USA, Inc.

"We plan to continue sharing this opportunity with our growing operator network," said Shawn Kilcoyne, CEO of Mini Melts USA, Inc. "We have chosen to remain an alternative to franchising in our industry, which we believe will keep a strong sense of entrepreneurial spirit among our network and keep our operators focused on growing opportunities while minimizing start-up costs. My brother and I have been in this industry for 15 years and we are happy to share our knowledge of running a profitable beaded ice cream operation."

Mini Melts has raised the bar in the beaded ice cream category, by using a 14% butterfat and the highest quality ingredients available. Mini Melts is the Premium choice in beaded ice cream. Mini Melts is manufactured through a patented process that uses liquid nitrogen to flash freeze the ice cream and lock in its flavor while keeping out air and ice which would dilute the flavor. Its novelty and delicious taste keeps kids and adults alike coming back again and again. Mini Melts is offered through automated retail kiosks, carts and serving freezers in thousands of venues such as theme parks, entertainment centers, retail stores, shopping malls, zoos and anywhere people, particularly children, congregate.



■ "Sweets For Smiles"



■ SWEETS FOR SMILES: Roni McDevitt, Frankford Candy; Matt Kerfren, Frankford Candy; Kerry Urofsky, Frankford Candy; Stuart Selarnick, Chief Executive Officer of Frankford Candy; Madd DiBattista, Children's Hospital of Philadelphia; Quentin Pittman, Frankford Candy; with Molly Jacobson, Business Development Manager of Frankford Candy.

Frankford Candy Brings Sweeter Smiles This Year in Fundraiser

Frankford Candy has enjoyed a long history of making sweets that bring smiles to consumers nationwide. Frankford supports the community with its strong business presence in Philadelphia as well as through philanthropic giving.

Recently, Frankford Candy brought sweeter smiles this year at the second annual "Sweets for Smiles" fundraiser to benefit The Children's Hospital of Philadelphia. More than 100 people joined executives from Frankford Candy at North Bowl Lounge N' Lanes in Philadelphia for a night of family and fun that raised over \$30,000, doubling the amount of funds raised last year.

"At Frankford Candy, it is our mission to bring sweetness to so many lives. We are honored that we can share some of that joy with The Children's Hospital of Philadelphia right here in our backyard," says Stuart Selarnick, Chief Executive Officer of Frankford Candy. "We hope our support helps them to continue the outstanding care they provide to our nation's children."

"We are greatly appreciative of Frankford Candy's generosity," said Maureen Mason, director of Event Fundraising and Community Partnerships at CHOP. "The Children's Hospital of Philadelphia would not be the place it is today without the help of our community partners. Frankford Candy's donation is going to make a real difference to the patients and families we serve."



Flare Down

Flare Down is an all-natural, 100% food safe spray that quickly and safely neutralizes outdoor barbecue grill grease flame ups that can burn food or cause injury to people nearby. Fire experts have always warned that water should never be used on a grease fire. Flare Down is the only product on the market that can stop a grease flame up and keep food from burning without toxic chemicals or ruining the flavor of the food. For use on any grill, gas or charcoal. Flare Down is completely non-toxic, does not leave any taste or odor on the food, is FDA-approved and made in the USA. \$5.99. gratechef.com

Goya's Joe Unanue Passes Away

Continued from PAGE 1

the Hispanic community and most of all to La Gran Familia Goya."

Bob Unanue said his Uncle Joe was a brilliant leader and administrator; loved and respected by all for his ambition, tenacity and dedication to not only his vision of expanding Goya but to keeping with the traditions of his family and culture.

He began working at Goya in 1952 and served as president of Goya Foods, Inc. from 1976 to 2004. Under his and his brother Frank's leadership, the company grew from a regional food company to a global brand with 15 manufacturing and distribution facilities worldwide.

Along with his wife Carmen Ana,

he dedicated much of his life to philanthropic causes through the C&J Unanue Foundation including the founding of the Joseph A. Unanue Latino Institute for Latin American Studies at Seton Hall University, El Museo del Barrio and the Archdiocese of Newark. In addition, he was presented the Key to the City of Boston, and in 1991 Hispanic Magazine honored Unanue with the National Hispanic Achievement Award. Unanue, served in the U.S. Army during WWII and received a Bronze Star for his heroic service and conduct during the Battle of the Bulge. He is survived by his wife, Carmen Ana, three daughters, Mari, Maribel, and Mimi, and his son Andy, as well as 16 grandchildren and one great grandchild.

Kurzius Named McCormick President

Continued from PAGE 1

President of Europe, Middle East and Africa (EMEA). Prior to joining Zatarain's, Kurzius was a marketing executive with the Quaker Oats Company and Mars Inc.'s Uncle Ben's Company.

Kurzius graduated magna cum laude from Princeton University with a degree in economics. He is a trustee of Jacksonville University and a director of the Baltimore Council on Foreign Affairs. He is a former director of the Federal Reserve Bank of Atlanta's New Orleans Branch.

Beth Ford to Keynote Summit

Continued from PAGE 2

bitious and knowledgeable women."

At Land O'Lakes, Ford is responsible for all supply chain and operating functions from sourcing through to customer delivery. Prior to this, Ford held senior positions with global companies in multiple industries, including chemicals, consumer package goods, publishing, and oil and gas.

Other speakers joining Ford at this year's Women in Agribusiness Summit include Janet Wightman,

managing director, Kincannon & Reed, and Stella Cosby, senior director, Agrium, who will speak on the plenary panel called, "Transforming the Workplace: Strategies for Recruiting and Advancing Women in Agribusiness." On the last day of the summit, Inei Dannerberg, vice president of commercial operations for BayerCrop Science, and Leisel Grauberger, Dupont Pioneer account manager, will speak on the plenary panel, "Bright Ideas: Innovation in Agribusiness."

Kroger's John Hackett Retires

Continued from PAGE 2

for their many years of dedicated service and wish them the best in retirement. I am sure John will remain involved in serving the Kroger family through his community service, passionately advocating for the causes that matter deeply to John and his family."

Hackett has served as the division's president for 23 of his 50 years at Kroger. Through his entire career, John has always welcomed change and been passionate about growing the business. During his 29 years in Louisville, the division grew from 55 stores to 161 and sales increased more than ten-fold. Under his watch the Mid-South division pioneered self-checkout, opened the company's first Kroger fuel station

and the first Little Clinic.

Hackett is known for his compassionate leadership and the development of those who work with him. He serves on the Board of Overseers for the University of Louisville and is Board Emeritus for the Dare to Care Food Bank. He served as a trustee for the Louisville Urban League and is a former board member of Bellarmine University, the Louisville Economic Development Association, and the Metropolitan College Steering Committee. He also served as president, chairman and director of the Kentucky Retail Federation.

John has been married to his wife Kay for 45 years. They are the proud parents of two grown children, Ann and John, and have 6 grandchildren.

A-B InBev Completes Combination with Grupo Modelo

Anheuser-Busch InBev and Grupo Modelo, S.A.B. de C.V. announced that AB InBev has successfully completed its combination with Grupo Modelo in a transaction valued at USD 20.1 billion.

The combination is a natural next step given the long-term partnership between AB InBev and Grupo Modelo, which started more than 20 years ago. The combined company will benefit from the significant growth potential that Modelo brands such as Corona have globally outside of the U.S., as well as locally in Mexico, where there will also be opportunities to introduce AB InBev brands through Modelo's distribution network.

The combined company will lead the global beer industry with roughly 400 million hectoliters of beer volume annually, bringing together five of the top six most valuable beer brands in the world. Mexico is the world's fourth largest profit pool for beer and a very attractive market due to its projected growth. The combination is also expected to generate approximately USD 1 billion in cost synergies.

Carlos Brito, CEO of Anheuser-Busch InBev, said, "We have tremendous respect for Grupo Modelo and its brands, and we are thrilled to welcome our Grupo Modelo colleagues to the global team. We look forward to realizing our opportunities for growth and bringing our beers to more consumers around the world as we join two world-class brewers."

John Metz Receives Foodservice Industry's Top Honor

Continued from PAGE 2

Secondary Schools), Angelo Mojica (Health Care) and Jim Purdum (Hotels & Lodging).

The Gold Plate award recipient was determined through secret ballot by a jury of past Silver Plate winners, national trade press editors, foodservice experts and the chairperson of the International Gold & Silver Plate Society. The Selection Jury was chaired by Nancy Kruse, President, The Kruse Company. The ballot was tallied by BDO USA,

LLP and kept confidential until the announcement at the Gold & Silver Plate Celebration on May 20.

Dave Thomas of Wendy's ('79) and Steve Ellis of Chipotle ('03) are among the renowned operators who have received IFMA Gold and Silver Plates over the years. The May 20 Gold & Silver Plate Celebration, which drew nearly 600 industry media, leaders and legends, was hosted by Gold Plate recipient ('84) Ted Balestreri, Chairman & CEO, Cannery Row Company.



■ JOHN METZ receives the Gold Plate Award from Loren Kimura, President & Chief Executive Office, Basic American Foods and IFMA Board of Directors First Vice Chairman (right).

United Supermarkets Presents \$5,000 to Junior Achievement

Continued from PAGE 2

that they and Junior Achievement are making in our community."

"Our mission is to empower young people to own their economic success," said Shaun Martin, executive director of Junior Achievement of Abilene, "and United has been one of our biggest corporate sponsors. Their managers sit on our board and assist in fundraising efforts and their em-

ployees volunteer for us in the classroom. Depending on grade level, our volunteers spend an hour a day with their students over the course of five to seven weeks."

United selected Junior Achievement of Abilene as its charity of choice after receiving feedback from its four local stores.

"We polled our four store managers in Abilene, asking them who was best suited to receive our support, and they quickly decid-

ed on Junior Achievement of Abilene," said Eddie Owens, director of communications and public relations for United Supermarkets, LLC. "I'm extremely grateful for their insight."

Owens added, "I'm also grateful to John Houser (ACU's Assistant Director of Athletics for Operations) for bringing this to the table. It was his idea to put this partnership together for the benefit of the Abilene community."

New 67K ShopRite to Open in Newark, NJ

Continued from PAGE 2

serve convenient access to fresh and healthy food options, and there is no better place for a large grocery store than Springfield Avenue. Located in the heart of the city, this new ShopRite will strengthen our local economy by retaining more of our citizens' buying power in Newark, in addition to providing hundreds of new job opportunities for residents."

The development of an underutilized 11-acre site at the northeast corner of Springfield Avenue and Jones Street, Springfield Avenue Marketplace will add to the vibrancy of the Central Ward retail hub. The development is part of Newark's Urban Enterprise Zone, where customers are entitled to a 50 percent reduction of sales tax on most purchases along with the full exemption of taxes on grocery and clothing purchases in New Jersey.

"This announcement clearly demonstrates the strong demand for new retail options in Newark," said Richard Tucker, president and CEO of Tucker Development Corporation. "ShopRite and other retailers at Springfield Avenue Marketplace will help recapture a large portion of the \$575 million in retail sales that Newark loses every year, as residents have been forced to make 38 percent of their purchases outside the city. It will also pro-

vide a necessary resource to neighborhood residents, create employment opportunities, and help to increase the City's tax revenue base."

Springfield Avenue Marketplace is one of best-positioned retail sites in Newark — New Jersey's largest city. The site is within close proximity to six of the city's major colleges and is just one block from the University of Medicine and Dentistry of New Jersey, the nation's largest health sciences university. Additionally, the development will be accessible by multiple modes of transportation, including two bus stops at the site.

"This is a homecoming of sorts for Wakefern, which located its first warehouse in Newark in 1946," said Neil Greenstein, president of the new ShopRite of Newark and member of the Wakefern Food Corp. cooperative. "Now, nearly 70 years later, this site is set to become the city's premier retail destination, and it is an ideal time to open a supermarket here."

As a third generation grocer, Greenstein also owns and operates the ShopRite of Brookdale in Bloomfield, N.J.

"I'm excited to see ShopRite become an integral part of the Newark community and know that we can bring great value and high quality products to this great city," Greenstein said. "It couldn't have been possible without Mayor Booker and

his staff, Councilman Sharif and the Tucker organization."

Tucker Development Corporation expects to break ground on Springfield Avenue Marketplace in Fall 2013. The company is currently marketing additional leasing opportunities to a mix of national, regional and local retailers.

"Wakefern/ShopRite's decision to come to Newark will strengthen one of the city's key neighborhoods and give residents a quality supermarket to buy healthy groceries," said Adam Zipkin, Deputy Mayor of Housing and Economic Development for the City of Newark. "We're excited for this project to break ground later this year and look forward to its completion."

"The site where the ShopRite will be built has been vacant for over 20 years, and this store, along with the other developments slated to go on that 11-acre parcel, will be a game-changer for that part of Springfield Avenue," said Darrin Sharif, Central Ward Councilman for the City of Newark. "I am certain that this development will trigger even more development on Springfield Avenue as other serious developers realize that Newark and the Central Ward are ripe for development. Hats off to Tucker Development for pulling the deal together, and I look forward to the groundbreaking and ribbon-cutting ceremonies."

PMA Announces New COO, Strengthens Senior Leadership

Continued from PAGE 2

appointed senior vice president of member value. He earned a Bachelor's degree in chemical engineering from Bucknell University, in Lewisburg, Pa., and has done graduate studies in marketing and leading organizational change. Prior to joining PMA, he held a variety of commercial leadership roles with global companies, including sales and product management, global business development, and executive-level positions. He currently serves on the Produce for Better Health Foundation's board of directors.

"Recognizing the growing impor-

tance of the value that the PMA Foundation for Industry Talent brings to our industry in the U.S. and abroad, Margi Prueitt will now also assume the role of PMA senior vice president while keeping her role as executive director of the PMA Foundation," announced Silbermann. "Since she joined us in 2010, Margi has been the catalyst for an ongoing spring-boarding of greater value and strategic vision for the PMA Foundation. She's been instrumental in leading the execution of some hugely successful programs like the Emerging Leaders Program, Women's Fresh Perspectives Conference, the growing portfolio of Career Pathways Programs and more.

Just over the horizon is the latest innovation from the PMA Foundation — the High Performance Management Conference debuting this December."

Prueitt also has expanded the PMA Foundation's role with regional groups across the US and Canada, along with other countries, including South Africa, Australia and New Zealand, Chile, Mexico and more.

The other members of PMA's senior leadership team include: Bryan Silbermann, President and CEO; Dr. Bob Whitaker, Chief Science and Technology Officer; Duane Eaton, Senior Vice President of Administration; and Yvonne Bull, Chief Financial Officer.



Blue Bell Debuts Italian Cream Cake Ice Cream

Any way you slice it, the newest flavor from Blue Bell is fabulous... or maybe it's simply *delizioso!* Blue Bell has combined a popular cake with its great-tasting ice cream to create Italian Cream Cake Ice Cream.

Italian Cream Cake is a creamy vanilla ice cream with pieces of delicious Italian cream cake, shredded coconut, roasted pecans and a smooth cream cheese icing swirl.

"We've created a flavor that not only has all the ingredients of an Italian cream cake in each bite, but there are actual cake pieces in the ice cream too," said Wayne Hugo, general sales manager for Blue Bell. "I'm not sure it gets any better than that."

Italian cream cake, a very popular cake served at Southern weddings, is also known as an Italian wedding cake in other parts of the country. "Blue Bell is a Southern tradition and so is Italian cream cake," Hugo added. "We have had lots of success with flavors inspired by cakes so we figured we might just be onto something."



New Fruttare Fruit Bars Get Ready to Top the Charts

With Music Superstars Ne-Yo and Cher Lloyd

To celebrate the U.S. launch of Fruttare Fruit Bars, a brand that embodies a positive outlook on life, Grammy-Award winning superstar Ne-Yo and platinum-selling artist Cher Lloyd will come together for a first-of-its-kind collaboration giving fans an unprecedented opportunity to contribute to the creative process of an original song. The song will be inspired by social media submissions on Facebook, Twitter and Instagram showing what keeps fans looking on the bright side.

Fruttare Fruit and Milk Bars are made with real fruit and creamy milk, and are available in four delicious varieties: **FRUTTARE STRAWBERRY AND MILK:** These bars feature creamy milk and luscious, real strawberries; **FRUTTARE COCONUT AND MILK:** These bars feature creamy milk and coconut; **FRUTTARE BANANA AND MILK:** These bars feature creamy milk and sweet, ripe bananas; and **FRUTTARE PEACH AND MILK:** These bars feature creamy milk and juicy peaches.

Fruttare Fruit and Juice Bars are made with real fruit, and are available in four refreshing varieties: **FRUTTARE STRAWBERRY:** These frozen fruit bars feature a burst of real strawberries and juice; **FRUTTARE ORANGE:** These frozen fruit bars feature sweet oranges and real juice; **FRUTTARE MANGO:** These frozen fruit bars feature deliciously luscious mangoes; and **FRUTTARE LIME:** These frozen fruit bars feature refreshing, tangy limes and lime juice.

Loved in more than 15 countries around the globe, Fruttare will make its U.S. debut this spring. The Fruttare product line includes two types of frozen fruit bars; Fruttare Fruit and Milk Bars - the first nationally available line of its kind - as well as Fruttare Fruit and Juice Bars. Fruttare Fruit Bars are available in grocery and convenience stores nationwide.

Hiland Dairy Introduces New "Outlaw Run" Ice Cream

Hiland Ice Cream Company, a division of Hiland Dairy - is introducing Outlaw Run Ice Cream, a flavor that is as bold as its inspiration - Outlaw Run, the world's most daring wooden roller coaster that has just opened at Silver Dollar City in Branson, Missouri. Hiland Dairy's new Outlaw Run Ice Cream offers similar twists as it mixes chocolate chunks and swirls of sea-salted caramel in rich vanilla ice cream.

In celebration of this new product launch, Hiland Dairy is giving away a trip for four to Silver Dollar City in Branson, Missouri and the chance to ride Outlaw Run.

The new \$10 million dollar attraction is the world's second fastest wooden roller coaster and the only one to twist upside down three times. In addition, the company is giving away a year's supply of Hiland Ice Cream.

"Outlaw Run is a thrill ride like none we've ever seen," says Gary Aggus, president/general manager of Hiland Dairy. "We wanted to give ice cream enthusiasts an equally exciting adventure in this new flavor."

Hiland Ice Cream is made with fresh milk and cream and all products are naturally nutritious with no antibiotics and no artificial growth hormones.



East Riding Farm Brings Popovers Across the Pond to the U.S.

Popovers Brought to Grocers in Three Sizes

East Riding Farm is introducing Popovers to grocery shoppers in the United States. East Riding Farm Popovers are made from a traditional English recipe and provide a golden, crispy, bread-like complement to stews, soups, desserts and innumerable other savory and sweet dishes.

Popovers are light, airy rolls baked with a central depression perfect for adding your favorite fillings. Made with a handful of simple, wholesome ingredients, East Riding Farm's All Natural Popovers are easily prepared, requiring only four minutes in a pre-heated oven to go from freezer to tabletop.

To showcase the dish's versatility, East Riding Farm offers three sizes of popover: Bite-size, ideal for use in appetizers, hors d'oeuvres and snacking; Regular size which provides a delicious and crispy alternative to biscuits, croissants, pasta or rice; and Bowl-size, which represents a light alternative to bread bowls, flan casings and even ice cream cones.

"We are very excited to introduce popovers to the U.S. because of their countless uses, thanks partly to the range of sizes available but also thanks to the almost endless eating occasions they can enhance," says Amanda Moorhouse of East Riding Farm. "There is nothing quite like a popover. They lend themselves to creativity in the kitchen, make a tasty complement to most other foods, and bring excitement to almost any meal you can think of."

Jolie Ravioli Continues to Expand its All Natural Line of Children's Ravioli

Jolie Ravioli has reached agreements with Stop & Shop, Giant Carlisle, Stew Leonard's, Earth Fare and Central Market to sell their branded line of all natural children's ravioli. Jolie Ravioli are made with 100% Whole Milk Ricotta Cheese, Non GMO Flour, are Trans Fat Free and made without Additives, Preservatives or Artificial Colors. Jolie Ravioli come in six kid friendly fun shapes named Rocky the Rocket Ship, Hailey the Heart, Stella the Star, Cooper the Car, Buddy the Bear and Daisy the Dinosaur. Jolie Ravioli are made with four delicious fillings including: Traditional Cheese made with 100% Whole Milk Ricotta Cheese; Cheese & Broccoli, Pizza-rolis and Mac & Cheezy each made with Low Fat Ricotta Cheese.

"We have seen an overwhelming positive response from both retailers and parents regarding our kid friendly fun shapes and the superior taste of Jolie Ravioli. We know from research that children are significantly influenced by the shape, size and visual appearance of food they eat, that's why we created Jolie Ravioli for children," said Paul Moncada, National Sales Manager of Jolie Ravioli.

Jolie Ravioli are also an excellent source of Protein, Calcium and Vitamin A and are available in the following four delicious fillings:

- JOLIE CHEESE RAVIOLI:** Everyone's favorite! An assortment of kid friendly fun shaped raviolis filled with 100% Whole Milk Ricotta Cheese blended with Romano Cheese to create a flavorful filling of pure cheese delight that's sure to keep the kids coming back for more. These adventurous raviolis can be eaten plain, with your favorite sauce, or with butter and grated cheese.
- JOLIE CHEESE & BROCCOLI RAVIOLI:** Mother always said, eat your vegetables! An assortment of kid friendly fun shaped raviolis filled with Low Fat Whole Cheese, Romano Cheese, White Cheddar Cheese and Broccoli to create a secretive filling that turns eating Broccoli into child's play. These adventurous raviolis can be eaten plain, with your favorite sauce, or with butter and grated cheese.
- JOLIE PIZZA-ROLI'S:** If your children like pizza, they're going to love Jolie Pizza-rolis. An assortment of kid friendly fun shaped raviolis filled with a delicious blend of Low Fat Ricotta Cheese, Low Fat Mozzarella Cheese and a mysterious mixture of pure pizza heaven makes this ravioli a children's favorite. These adventurous raviolis can be eaten plain, with your favorite sauce, or with butter and grated cheese.
- MAC & CHEEZY:** Just say the words "Mac & Cheezy" and watch the look in your children's eyes! An assortment of kid friendly fun shaped raviolis filled with a delicious blend of Low Fat Ricotta Cheese, Cheddar Cheese and jam-packed with the bold taste of Macaroni & Cheese to satisfy any child's craving. These adventurous raviolis can be eaten plain, with your favorite sauce, with butter or graded cheese.

"We have been expanding our retail presence across the United States and retailers have been very supportive and feel parents are looking for more children focused foods, but especially for great tasting foods," said Moncada.



30 Video

Battle Earth They're Fighting for Our Survival

Unidentified intruders give humans the fight of their lives in *Battle Earth*, invading DVD from Inception Media Group.

A young paramedic, Greg Baker, enlists to fight for his planet when extraterrestrial invaders enter the Earth's atmosphere on a crash course into the Atlantic Ocean.

Joining a Special Forces team on a mission to escort a classified package by helicopter over enemy territory. But when their chopper is shot down, they find themselves surrounded and outnumbered. Desperate to return to his wife's side and haunted by nightmares, Baker finds that his role in the war is much larger than he ever imagined.

The mysterious package may be the key to turning the tide of the war ... and possibly to saving all humanity. But Baker must decide whether to protect it or sacrifice it to ensure his own survival.

Running Time: Approx. 85 Minutes
Suggested Retail Price: \$26.98



The Unbroken Will the Truth Set Him Free?

After a messy divorce, Sarah Campbell has bigger problems when she encounters a ghostly child with a horrifying secret in *The Unbroken*, haunting DVD & VOD from Inception Media Group.

After a messy divorce leaves Sarah Campbell (Aurelia Riley, TV's *The Catch: Costa Rica*) broken, lost and alone, she must start her life over in a run-down apartment complex. But when she sees a young boy's figure appear in the mirrors of her new home, she has bigger worries.

Chalking it up to a lively imagination, she shrugs it off ... But things intensify when torturous nightmares begin to haunt her sleep. As the dreams become more vivid, so do her encounters with the ghostly child, who terrorizes her, causing eerie accidents wherever she goes.

After a visit to a psychic and an encounter with her charming neighbor (Daniel Baldwin, *Vampires*), Sarah realizes the boy may be a messenger from the other side with a horrifying secret ... But can the truth set him free?

Also starring Warwick Davis (*Harry Potter and the Deathly Hallows: Part 2*, *Harry Potter and the Sorcerer's Stone*), Patrick Flanagan (*Jake's Road*, *Crockdale*) and Jay Laga'aia (*Star Wars: Episode III: Revenge of the Sith*, *Star Wars: Episode II: Attack of the Clones*, *Home and Away*).

Running Time: Approx. 99 Minutes
Suggested Retail Price: \$26.98

Twinkle Toes Music Video Collection

Find Your Inner Sparkle!

Get up and dance along to the *Twinkle Toes* Music Video Collection, shimmering on DVD now from Inception Media Group.

Dazzling fashionista Grace "Twinkle Toes" Hastings will have you on your feet and dancing along to the fun, uplifting tunes. Featuring nine music videos from the hit animated movie *Twinkle Toes*; four original, exclusive videos; and special performances from Laura Baruch, the voice of Grace. Recommended for ages 5+.

Twinkle Toes Music Video Collection is presented in widescreen with an aspect ratio of 16 x 9 (1.78:1) and 5.1 digital surround sound.

Running Time: Approx. 35 Minutes
Suggested Retail Price: \$12.98



BookReview

Swing Back from Breast Cancer

By: BARBARA C. UNELL and JUDITH FERTIG

THE BACK IN THE SWING COOKBOOK: RECIPES FOR EATING AND LIVING WELL EVERY DAY AFTER BREAST CANCER is a life-affirming book full of 150 feel-good, easy-to-prepare recipes. As the woman's guide to making delicious meals and embracing a positive lifestyle, *The Back in the Swing Cookbook* will make mind, body and spirit feel energized and empowered.

Created specifically for breast cancer survivors by the grassroots nonprofit organization Back in the Swing USA, the book contains new information that answers the No. 1 question on many women's minds: "How do I safely and smartly prevent, and get back in the swing of life after, breast cancer?"

Using fresh ingredients that are specifically designed to help breast cancer survivors get back in the swing of healthy living, *The Back in the Swing Cookbook* is a book that you will love to use in the kitchen. Delicious recipes include Citrus Sesame Chicken Salad, Strawberry Agua Fresca, Mushroom and Broccoli Risotto, and Gingersnap-Crusted Pumpkin Pie. Each recipe also includes a complete nutritional analysis. In addition to fabulous food and drinks, the book's beautiful pages include luscious photographs and "Recipes for Life"—tips on exercise, nature, meditation, relaxation, positive emotions, pets, friendships, and more — that set it apart from other cookbooks and make it a great gift idea. October, National Breast Cancer Awareness Month, is an especially thoughtful time to honor those who have been affected by breast cancer.

The Back in the Swing Cookbook is a special gift of goodness for you, a friend, a co-worker, or a family member to reap joyful, healthy rewards for a lifetime.

Hardcover: \$29.99



Don't Break Your Heart Cookbook

Reduced Sodium
Flavorful Foods for
a Healthy Heart

By: SHARON AARON and MONICA BEARDEN

Tired of bland food because you are trying to cut down on sodium? Are you at a loss to fix meals that will make your doctor happy and your family satisfied? Look no further to learn how to select, cook, and flavor your food for heart-healthy, delicious meals the whole family will enjoy!

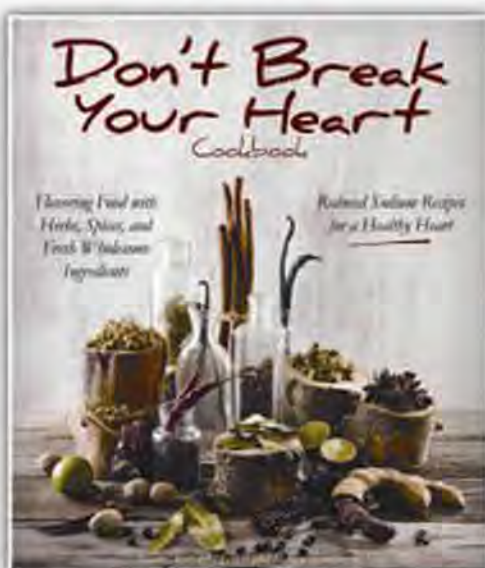
Nutrient-rich ingredients full of flavor were the criteria for recipe selection in *DON'T BREAK YOUR HEART COOKBOOK* by Shara Aaron and Monica Bearden. (Race Point Publishing.) Saturated fat and sodium is limited, but what makes this book unique is that the recipes will make use of the growing body of research showing that prevention and wellness can be achieved with the use of heart healthy fats, fiber, certain vitamins and minerals, and phytochemicals.

Each chapter focuses on an ingredient or collection of ingredients and their evidence for heart health and wellness. Nutrition facts for each recipe are included, along with sidebars and tidbits of information on the ingredients regarding their healthfulness as well as tips for buying and cooking these ingredients in general.

At the back of the book are pantry makeover suggestions and 10 days of menus using the recipes to help you follow an overall heart-healthy diet and help with weight management.

Tantalize your taste buds with *Don't Break Your Heart Cookbook*. Healthy living has never been more flavorful!

Hardback: \$28.00



Author Writes a Self-help Picture Book for Children

New book helps educate
children on how to handle
difficult social situations

One in four children in the United States are bullied at school, according to bullyingstatistics.org. Kim Linder is determined to help educate children on how to effectively keep peace in social settings when bullying is involved by introducing her first children's book, *THE STORY OF NASTYMAN*.

Linder has created *The Story of Nastyman* to provide guidance for children when they're looking for answers and understanding in a world that is full of negative peers. The picture book discusses important issues children can face early in life such as bullying, social and personal interactions, responsibility for choices and a new approach to self-understanding coinciding with understanding others.

"This book can be used as a tool that provides common language for kids and adults to share when communicating," said Linder.

The Story of Nastyman is meant to help educate children on how to keep the peace in social settings, not to escalate a situation and to help kids feel more effective in their interactions with others.

"I feel that this book would be very useful in confronting the bullying problem that exists in schools," said Dr. Joshua Kaye.

PRICE: \$15.99



Everybody Cleans Up With

mistolín®

CLEANS • DEODORIZES • PERFUMES

You Can Too!

Mistolín has been a favorite of demanding homemakers for over 20 years.

Our products are used to clean and to put that delicate aroma that housewives appreciate in their homes.

Mistolín is available in 12 different fragrances and sizes of 15 oz., 28 oz., 64 oz., and 128 oz.

Mistolín Deodorizing Cleanser is designed to deodorize while effectively cleaning every room of the home.

It leaves a fresh fragrance on floors, the kitchen, walls, windows, and bath.

It also gives a delicate scent to freshly laundered clothes.



Order the Full Line Today!

www.mistolincaribe.com

Customer Service: 1-800-373-6983

Distributed by LA FE FOODS

Miami: 1-305-884-1100

New Jersey: 1-201-329-6260

"Mistolín al sucio le pone fin"

South Florida High School Students Receive Riviana Scholarships

Six Graduating Seniors Honored at Annual Dinner Reception

Six of South Florida's brightest graduating high school seniors are the recipients of \$2,000 scholarships awarded by Riviana Foods, Inc., producer of Mahatma® brand rice. This year's check presentation event took place, May 16, at the Carado Hotel on Miami Beach.

This is the 20th year for the program in South Florida which is jointly sponsored by Riviana Foods and Univision Radio. The program was begun 22 years ago in the New York market and expanded two years later reflecting Miami's ranking as the number 2 Riviana market in the nation, according to Riviana Senior Business Manager, Alfredo Gomez, who hosted the Miami Beach dinner event. New York and Miami are among Riviana's top markets along with Chicago and Southern California.

Over 900 high school seniors from across



■ RIVIANA FOODS Senior Product Manager Alfredo J. Gomez pictured with Southeast Zone Manager Rick Bullock.



■ 2012-2013 RIVIANA SCHOLARSHIP WINNERS celebrate with Madeline Lamela, Univision Radio (left); Rick Bullock, Riviana Foods Inc.; the Mahatma Genie; and Riviana Foods' Senior Product Manager Alfredo Gomez (far right). Each student submitted an essay based on the subject: "How Do I Believe My Studies in College will Change My Life?"

Broward, Miami-Dade, and Monroe Counties competed in an essay contest to determine scholarship winners. From the original entries, the six lucky recipients chosen for the 2012-2013 graduating class include: Ronen Shohit (Alonzo and Tracy Mourning Sr. High School), Ronald Lavacuenta (Coral Glades High School), Elizabeth Tejada (G. Holmes Braddock High School), Jonathan Alexis Fabio (Miami Palmetto Senior High School), Matthew Lewin (Dr. Michael M. Krop Senior High School), and Diana Zumaran (Nova High School).



■ SCHOLARSHIP WINNER Elizabeth Tejada and her family.



■ SCHOLARSHIP WINNER Jonathan Alexis Fabio and his family.



■ SCHOLARSHIP WINNER Diana Zumaran and her family.



■ SCHOLARSHIP WINNER Matthew Lewin and his family.

Speaking to a dinner audience composed of the young scholarship recipients, their families, Riviana and Univision management personnel, Riviana broker sales representatives, and members of the South Florida retail trade, Gomez told his audience, "You build our business, and that's why we want to give back to the community."

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

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

If you're interested in learning more about the Riviana Scholarship Program, contact Alfredo Gomez at Riviana Foods, Inc., P.O. Box 2636, Houston, TX 77252-2636.



■ SCHOLARSHIP WINNER Ronald Lavacuenta (seated right) and his family.



■ SCHOLARSHIP WINNER Ronen Shohit (seated left) and his family.

Food For All

Publix Miami Div. Raises \$1.65M for South Florida Non-profit Agencies



■ FARM SHARE, INC. Representatives receive their check for \$155,000 from Food For All President/CEO Denis Zegar (standing left) and Bill Fauerbach, Vice President of Retail Operations, Publix Super Markets, Miami Div. (standing right) and Gary Correll, Publix Director of Merchandising, Miami Div. (standing far right). Seated: (left) Richard Rhoads, Publix Regional Director-Central and Chuck White, Publix Regional Director-North.

Publix Super Markets Miami Division and its customers collectively raised more than \$1.65 million for community non-profit partners in South Florida through their 2012 Food For All holiday season campaign. The annual fundraiser appeared in stores from November 11 through December 24, 2012, and customers contributed by selecting a \$1, \$3 or \$5 donation coupon at the register while paying for groceries. Cashiers scanned the coupon UPC's, and the tax-deductible donation appeared on the receipt. On April 11, Publix



■ FEEDING SOUTH FLORIDA Representatives receive their check for \$155,000 from (left to right): Richard Rhoads, Denis Zegar, Bill Fauerbach, Gary Correll, and Chuck White (seated right).

Miami Division will hold a check presentation and luncheon with over 60 South Florida non-profits receiving grants from the program.

"Once again, Publix customers and associates came together to make our holiday Food For All program an enormous success," Maria Brous, Publix Media and Community Relations Director told TODAY'S GROCER. "We are extremely proud to support over five dozen local and regional community non-profit organizations with the funds raised."



■ TREASURE COAST FOOD BANK receives a check for \$155,000 from Richard Rhoads, Denis Zegar, Bill Fauerbach, Gary Correll, and Chuck White.

Supermarkets Respond to Shifting Demographic Landscape

Supermarket retailers are prioritizing customer service and personalization as demographic shifts weigh toward Hispanics, women, Baby Boomers and Millennials, according to What's in Store, the annual trends publication of the International Dairy-Deli-Bakery Association. Grocery retailers are zeroing in on customer preferences as personalization is key to attracting and maintaining customers.

HISPANICS

One out of every six inhabitants of the United States is of Hispanic

origin, and the group's population is increasing at a higher rate than any other non-Hispanic group, according to the Selig Center at the University of Georgia. Hispanic buying power in the United States is projected to reach \$1.2 trillion in 2012, up from \$1 trillion. It's estimated to rise to \$1.7 trillion in 2017. Hispanics are anticipated to account for 9.7% of total U.S. buying power in 2012, and reach 11.1% in 2017, the Selig Center reported.

Some supermarket chains are implementing tactics to draw ethnic consumers to their aisles. In-store

masa (corn flour) factories for tortilla production, as well as beefed up selections of fresh Latino foods: cheeses, meats, cremas, salsas, pastries, and ethnic foods like empanadas, tamales, and regional breads, rolls, and pastries. Bilingual employees and signage are also making ethnic shoppers feel at home in grocery aisles. Another trend, in light of shifting ethnic demographics, is putting an ethnic spin on mainstream foods, like Dulce de Leche Cheerios, targeted at Hispanics.

Similarly, ethnic grocery stores and ethnic grocery items are a leading trend. The ethnic grocery sector is likely to increase in prominence in the coming years, according to IBISWorld research. The Asian and Hispanic markets account for 98.3% of ethnic supermarket sales, a figure that's expected to grow by 3.7% annually to reach \$31.2 billion in the United States by 2016. Ethnic grocery products make sense for grocers because Hispanic consumers spend 0.9% more on food eaten at home than the general U.S. population on average. Asian consumers spend 9.1% more, IBISWorld found. IBISWorld

analyst Mary Nanfelt said big box chains are taking notice. Some grocers are adding more ethnic products to their everyday assortments.

WOMEN

Women influence nearly 80% of purchases, according to Female Factor, and do much of the typical family's routine shopping. Men, however, are taking on more roles traditionally performed by women as the Great Recession makes it more economical for some men to stay home with their families as women work. Some men are moving into more stereotypically female professions, such as nursing and teaching. Boomer women hold the largest amount of wealth in the United States, Female Factor said. Baby Boomer women are at a cross-section of demographics as the Boomer group.

BABY BOOMERS

Baby Boomers continue to set a new standard for aging. The 76 million U.S. Baby Boomers are forecast to control 52% of annual grocery spending (approximately \$706 billion), by 2015, according to Phil Lempert of SupermarketGuru.com.

Boomers, aged 48-56 years, will be catered to by supermarkets with convenient store design, such as wide aisles and low shelves, as well as food needs. Older Boomers, age 60 and over, known as Matures, are living longer, and trying to take better care of their health. This group is a source of growing consumer power, according to A.T. Kearney. Boomers are staying active and many prefer to eat a diet rich in functional foods that supply necessary nutrients than supplement their diets with vitamins.

MILLENNIALS

The Millennials, born from roughly 1981-2000, have developed a unique perspective on grocery shopping, with value, quality, and health most important in the equation. Forty-six percent of Millennials enjoy grocery shopping, according to WD Partners. These shoppers seek fresh food, new items, inspiration for cooking, unique products, organic, and ethnic products. Fifty-four percent of Millennials prefer traditional supermarkets. Quality of food is important to Millennials as they cook at home more than other age groups.

Dark Chocolate Creeping Up on the Ever-Popular Milk Chocolate

There's no contest when it comes to the preference of chocolate...milk chocolate rules this confectionery battleground. However, dark chocolate just might be creeping up in popularity. The latest research from Mintel reveals that for just more than half (51%) of all adult consumers the favorite type of plain chocolate is milk chocolate, followed by 35% who favor dark chocolate and 8% who prefer white chocolate. In contrast, Mintel's 2011 report found that 57% of consumers favored milk chocolate and 33% of consumers preferred dark chocolate.

"The progressively better understood health benefits of dark chocolate may be increasing its popularity as more consumers are looking for indulgent foods that can serve multiple functions such as nutrition or convenience," says Sarah Day Levesque, food analyst at Mintel. "An exception to the pattern of milk chocolate being the consumer favorite is among consumers aged 55+ who are more likely to favor dark chocolate, most likely because they are seeking added nutritional benefits."

Some 46% of men age 55+ and 48% of women over age 55 favor dark chocolate, followed by 38% of men that prefer milk and 40% of women that also prefer milk. These numbers are indicative of the trend toward the increasing favor for dark chocolate. Indeed, 73% of all chocolate consumers are aware that dark

chocolate is healthier.

The chocolate confectionery market has fared seemingly well in a lagging economy, growing 19% from 2007 to 2012. This growth can be attributed to consumers' demand for affordable luxuries or indulgence, as well as the foodie culture that has increased interest in premium, high-quality and artisanal varieties of chocolate. However, due to countering trends, Mintel expects slow growth for the chocolate confectionery category in the next five years, with sales growing 15% from 2012 to 2017.

"As the economy recovers ever-so-slowly, consumer demand for the affordable indulgence that chocolate provides is expected to remain and interest in chocolate as part of the larger food culture will continue. However, obesity, the dark cloud that looms over this category and many other indulgent categories, and related health risks will remain a concern for many consumers and present challenges to increasing category sales," adds Sarah Day Levesque.

When deciding to purchase chocolate, some 89% of consumers buy chocolate as a treat or reward and 87% buy it as a snack option. Meanwhile, 83% of consumers look carefully at the size of chocolate candy packages to determine the best value for the money and 72% buy chocolate as a way to improve their mood or provide an energy boost.

"Honoring Our Heroes"

Ralphs to Honor Our Troops

Checkstand Fundraising Drive to Benefit the USO

Ralphs Grocery Company is raising funds for the USO (United Service Organization) to support our nation's service men and women and their families through a program called "Honoring Our Heroes."

Ralphs customers and associates can "honor our heroes" in the military by donating their spare change in collection canisters located at the checkstands in their neighborhood Ralphs supermarket. The "Honoring Our Heroes" USO fund-raising campaign will run.

"We salute our troops and thank them for the sacrifices they make to protect us," said Donna Giordano, Ralphs president. "Ralphs is delighted to be able to help our troops through our support of local USO chapters."

All monies collected through Ralphs "Honoring Our Heroes" fundraising program will be donated directly to the USO to support its programs, entertainment and other services for our service men and women.

"We are very proud to show our support of the U.S. military by raising funds for the USO," said Giordano. "The USO's mission is important in letting active duty military personnel know the citizens of the United States appreciate their efforts."

Since 2010, Ralphs has provided more than \$400,000 to support the USO.



SAVE \$5 on Tickets!*

Use offer code: SAVE5

Excludes Opening Night performance, Rinkside and VIP seats. No double discounts.

SEPT. 19 - 22



Thu.	Fri.	Sat.	Sun.
SEPT. 19 7:00 PM	SEPT. 20 10:30 AM* 7:00 PM*	SEPT. 21 11:00 AM* 3:00 PM	SEPT. 22 1:00 PM* 5:00 PM

SEPT. 25 - 29



Wed.	Thu.	Fri.	Sat.	Sun.
SEPT. 25 7:00 PM	SEPT. 26 7:00 PM*	SEPT. 27 7:00 PM*	SEPT. 28 11:00 AM* 3:00 PM	SEPT. 29 1:00 PM* 5:00 PM

3 Easy Ways to Redeem Your Savings:

1. Go to the appropriate Arena Box Office
2. Call ticketmaster.com at 1-800-745-3000
3. Log on to Ticketmaster.com

disneyonice.com



34 Technology

Stop & Shop New England Announces Carbon Reduction Advancements

The Stop & Shop Supermarket Company LLC announced sustainability advancements in Massachusetts, in particular, its progress in reducing greenhouse gas (GHG) emissions in the state where it currently operates 131 stores. In 2008, Stop & Shop committed to reducing its carbon footprint by 20% by 2015. The announcement was held at Stop & Shop's LEED-certified store in Wayland, Mass.

The company also renewed its partnership with the Environmental League of Massachusetts (ELM), as a member of the ELM Corporate Council, and recommitted to furthering the goals of the Commonwealth of Massachusetts and its Global Warming Solutions Act to reduce GHG emissions by 25% by 2020 and 85% by 2050.

"Stop & Shop is committed to responsible retailing knowing that what's good for society is good for business too," says Joe Kelley, president, Stop & Shop New England. "We continuously strive for ways in which we can make a positive impact in the communities we serve. Our partnership with ELM will help us continue to drive our sustainability efforts and help us contribute significantly to the state's overall sustainability mission."

Today, 54 stores across the banner including 16 in Massachusetts use 20 percent less energy than a typical grocery store and are LEED (Leadership in Energy and Environmental Design) certified. New energy saving features include, but are not limited to, white roofing,



■ Jihad Rizkallah (center), vice president, responsible retailing at Ahok USA, the parent company of Stop & Shop, explains Stop & Shop's leading role in the reduction of greenhouse gas emissions in Massachusetts on April 4. At its Wayland, MA store, that boasts many sustainable features like electric car chargers and more than 600 solar panels, Stop & Shop announced its commitment to a 20 percent reduction of its carbon footprint by 2015 through its ongoing partnership with the Environmental League of Massachusetts.

skylights, LED lights, low air return in frozen aisles, low flow bathrooms/prep areas, sensors, coolers/refrigerators and paint/cleaning supplies. Stop & Shop also uses energy efficient trucks for transport and is a member of EPA's SmartWay program.

To put the company's efforts in perspective, 73 homes in Massachusetts and nearly 500 homes across New England could be powered annually solely on Stop & Shop's solar



■ STOP & SHOP took the opportunity to celebrate its leadership role in the Massachusetts' Global Warming Solutions Act and showcase its latest efforts in sustainability at its newest LEED (Leadership in Energy and Environmental Design) certified store in Wayland, MA. Through Stop & Shop's partnership with the Environmental League of Massachusetts, the supermarket company has committed to reducing its carbon footprint 20 percent by 2015.

power installation efforts.

"Stop & Shop is a corporate leader and role model for the industry in terms of environmental stewardship" says George Bachrach, president of the Environmental League of Massachusetts. "We formed the ELM Corporate Council because we believe the environment and the economy are inextricably linked. We can be both pro-growth and pro-environment if we take care to develop energy efficient buildings and transportation. Stop & Shop is living proof it is good business and good for the community."

"Stop & Shop and ELM have been leaders in demonstrating that protecting the environment and strengthening the economy are not in conflict. We can do both, and the Wayland store is a tangible example," says Tom Conroy, State Representative, Wayland (13th Middlesex District).

In addition, Phillip Griffiths, Under Secretary in the Executive Office of Energy & Environmental Affairs, represented the Governor and offered his congratulations to Stop & Shop for their leadership in the fight against global warming.

North State Grocery and EnergySmart Grocer Team Up

For High-Efficiency Retrofit of 14 Stores

Energy efficiency is certainly not a new concept for North State Grocery Inc. Holiday Market/Sav Mor Foods, the popular Northern California neighborhood grocery chain. For nearly a decade the company has worked closely with PG&E's EnergySmart Grocer program to stay on top of the latest energy-saving technology. During that time, EnergySmart Grocer has helped North State Grocery reduce its overall energy use by almost 2,000,000 kWh while providing over \$100,000 in program rebates. Most recently, the two joined forces for a large-scale retrofit of all 14 North State Grocery locations that includes some of the more innovative efficiency solutions available to grocers today.

One of the most exciting aspects of the current project is that, along with EnergySmart Grocer rebates, it also utilizes PG&E's on-bill financing plan. Out of the 14 North State Grocery stores involved in this retrofit, 11 have already qualified for on-bill financing and the remaining stores are set to receive it as time and funding permits. With on-bill financing, there's no upfront cost to the grocer (unless the loan exceeds \$100,000) and the interest rate is zero. This financial assistance has played an important role in enabling North State Grocery to pursue such a large-scale retrofit across all of its stores.

What also makes this project exciting is the technology involved. The cutting-edge Crystal Merchandizer case is a



■ Open cases are notoriously inefficient because of the way the cool and warm air can intermingle so freely. The case works harder to stay cool, and the store's heating system has to work harder to overcome the refrigerated air that's escaping. The Crystal Merchandizer solves this problem by providing a nearly frameless all-glass case that reduces infiltration and air leakage. It also offers very efficient LED lighting that beautifully showcases the product.

prime example. EnergySmart Grocer, which offers energy expertise plus rebates to offset the costs of high-efficiency upgrades, recommended North State Grocery install the Crystal Merchandizer as a way to replace open refrigerated cases and greatly increase efficiency without sacrific-

ing the look of the display.

For North State Grocery, this solution significantly decreases refrigeration load, in many instances using only 10 percent the energy of the case system it's replacing. With such a strong forecast of energy savings, the company decided to make the retrofit to all 14 of its stores. Thanks to rebates from EnergySmart Grocer, along with the money saved on energy costs, the anticipated payback period for the new equipment is only three years.

"We were very excited to upgrade our refrigerated cases with the Crystal Merchandizer," said Richard Morgan, North State Grocery President. "We're always looking for ways to reduce our energy use and EnergySmart Grocer has been a great partner in helping us get there. With the rebates and on-bill financing, we can make these changes to all of our stores with less upfront costs. We get to see the savings right away."

In addition to the Crystal Merchandizer, other energy upgrades being made during the 14-store retrofit include LED case lighting, refrigeration controls and night covers. For those stores that have already completed the installations, the results have been roundly positive. The North State Grocery in Palo Cedro, for instance, is looking at 263,576 kWh in annual savings, while the Cottonwood location is set to save 181,577 kWh.

It's yet another successful example of North State Grocery's strong commitment to energy efficiency, and the rewarding relationship that has formed between the neighborhood grocery chain and the EnergySmart Grocer program.

User-Friendly Technology to Boost Wine Sales

With beverage tastings all the rage, savvy retailers are getting ahead of a growing trends of sampling more than just food items in grocery aisles and the expansion of on-site dining venues by offering customers a definitive flavor experience with wine. With Napa Technology's automated wine preservation and dispensing system, WineStation® 3.0, retailers can measure success by the ounce.

"Napa Technology's retail customers have found that automated wine sampling reduces overall operational costs with anytime access to unique, higher priced or proprietary wines," says Jayne Portnoy, Vice President, Marketing and Brand Strategy, for Napa Technology. "In addition, WineStation is the only enterprise platform system in the world leveraging engineering expertise and industry insights to of-

fer real-time, meaningful data while connecting with customers in a significant way."

Traditional and specialty retailers around the U.S. are marketing wine directly from their aisles, like Marty's Fine Wines in Newton, MA. "When we decided to install the WineStation by Napa Technology, we were optimistic that it would significantly improve our in-store tasting program," notes Peter Tryba, Vice President, Marty's Fine Wines. "We never anticipated seeing 85-95% sell-through rates! It is truly a profitable addition to our store and our customers love it."

In one of Dierbergs St. Louis stores eight WineStation units are strategically placed in dining, wine and party supply sections, providing extra levels of service and unique customer experiences. Harris Teeter is redefining its approach to grocery

with their upscale 201 central store concept, which includes more than 3,000 types of wine. Trained staff and WineStation systems (in six Harris Teeter stores to date) welcome sampling and encourage sales.

Hy-Vee, which recently placed the WineStation 3.0 in its seventh location, uses the system as a tasting tool for customers searching for the right wine to fit the occasion and in on-site restaurants. According to Hy-Vee's Vice President Wine & Spirits, Jay Wilson, "The WineStation allows us to compete with on-premise restaurants within our own four walls and entirely enhances the shopping experience. We are serving four to eight finer wines by the glass and creating a dynamic environment for our guests."

In either scenario - in the aisle or in a restaurant - customers explore, taste and enjoy wines from around



■ WINESTATION is the first intelligence-based, automated, temperature-controlled wine dispensing and preservation system. The product delivers a "just opened" taste experience for up to 60 days once the bottle has been corked.

the world, and the WineStation's automated temperature-controlled system allows retailers the option of offering red, white and rose wines in the same four-bottle unit - each at the perfect temperature - in bottle, magnum or keg formats.

Napa Technology's mission is to develop technology that makes wine more accessible to consumers and to provide tools for retailers that create customer loyalty while making their wine business more successful.

Your business...
Your customers...
Your money.
Your best choice!



Make Tecnica Your Business Solutions Provider

In the race to succeed you need a great Point of Sales Integrator... and service provider...

Integrity in Point of Sales Solutions... Tecnica protects its customers.

20+ Years Experience, 8000 + Lanes, Round the clock Help desk, On-Site Support, First in Class U.S.A. Made Products, Bilingual Staff.

Focus on making you money!

Whether your needs are equipment, service & maintenance, training, and more. We are your one-stop for the latest technology.

The real solution – from Tecnica



...a leader in Point of Sales Solutions

info@tecnicasystems.com

1-800-423-4046

36 Hospitality

Chef Luigi Brings Kids and Fun into the Kitchen

Award-winning chef, Luigi Diotaiuti, works with kids to create simple, yet delicious meals

Kids love to cook and Chef Luigi Diotaiuti loves to teach them how. He regularly works with students from Washington DC's Hyde-Addison Elementary School to create simple, yet delicious meals, whether in his restaurant kitchen or the school cafeteria. By understanding the basics of following a recipe, children develop math and comprehension skills, not to mention creativity. They also develop an appreciation for what they are eating and have fun doing it.

"I believe that making food fun is the key to getting kids involved in the kitchen," says Chef Luigi. "When children from Hyde-Addison Elementary come to Al Tiramisu, I give them the ingredients to construct a happy face out of tomatoes, mozzarella, radishes, and olives, and let them have fun creating their own salads. You'd be amazed at how popular vegetables can become for children when you transform them from a boring ingredient into edible art!"

This summer, Chef Luigi is encouraging kids to come into the kitchen and cook. An award-winning chef, certified Sommelier and restaurateur, Chef Luigi, is a world-renown authority on Italian cooking and living. Born on a farm near Lagonegro, in the mountains of



■ CHEF LUIGI with Washington area elementary school children outside his restaurant Al Tiramisu.

southern Italy, he has made it his life's work to bring the passion and joy of Italian cuisine to everyone he has cooked for.

When he is not cooking for

celebrities and dignitaries like Italian Prime Minister Mario Monti, Secretary of State Hillary Clinton, and actor George Clooney, Chef Luigi makes frequent appearances

on U.S. and Italian television and has been featured in countless print media articles. A born educator, he currently conducts regional Italian cooking and wine

-pairing classes at Al Tiramisu, and regularly conducts cooking classes with the students from Washington DC's Hyde-Addison Elementary School. Chef Luigi is in the process of publishing his first cookbook, to be out later this year. He lives in Washington, DC.

Dining at Al Tiramisu restaurant, located in the heart of Washington, DC, is like taking a trip to Italy without leaving the country. The restaurant has been hailed as the most authentic Italian restaurant in the nation's capital. Diotaiuti prepares classic seasonal dishes that smell good, look great and make you feel like you are back in Italy.

The award-winning restaurant is cozy, warm, and joyful—reflecting the effervescent and playful personality of Chef Luigi. Witness the Jester logo, Al Tiramisu's name (translation "cheer me up"), the welcoming "buona sera" greeting when entering the restaurant. "Al Tiramisu is my life—it's who I am," smiles Chef Luigi whose delightful Italian accent and charm sets the tone. "I want people to have great food and a great time. When people leave happy, I know that what I'm doing in life touches people." He proudly keeps a huge scrapbook of handwritten notes from happy customers.

The restaurant has been chosen by The Washington Post as one of their "best bets," featured in numerous blogs such as FamousDC.com, and is the recipient of the Regione Basilicata "Sapori Lucani" Award, granted to restaurants and chefs best representing the culinary arts of the Basilicata region of Southern Italy.



■ CHEF LUIGI with Hyde-Addison Elementary kids.



■ CHEF LUIGI, a born educator, regularly conducts cooking classes with students from Washington D.C.'s Hyde-Addison Elementary students.



■ AL TIRAMISU Restaurant owner and Chef Luigi Diotaiuti is well-known for his classic, seasonal dishes that smell good, look great, and make diners feel like they are back in Italy!



■ HYDE-ADDISON ELEMENTARY KIDS in the kitchen with Chef Luigi.

Heinz Introduces Condiment System



Heinz Foodservice introduces its Heinz DispenserSaver Condiment System, a new bottle filling system designed for high volume back-of-house applications that offers up to 99 percent yield. In addition to its increased efficiency, the DispenserSaver system simplifies the process of filling condiment bottles and minimizes waste.

The highly efficient system dispenses up to 99 percent of dispenser pack contents, yielding up to an extra bottle out of every gallon versus an average gallon jug, which is enough for 12 extra sandwiches!

The DispenserSaver also takes less than five seconds to fill squeeze bottles used for sandwich and burger builds. A standard dispenser distributes 1 to 3 ounces of product per pump, but the DispenserSaver can dispense more than 20 ounces of product per pump. The system enables staff to remove and reload dispenser-pack pouches safely, quickly and easily.

"We understand the importance of minimizing food cost and waste," said Matt Marietti, brand manager for Heinz Foodservice. "The Heinz DispenserSaver system was introduced to simplify the process of filling condiment bottles with no spilling, scraping or funneling, ensuring more condiments end up on the foods operators serve versus in the trash. In addition to ultimate product yield, our clean system virtually eliminates all contact with contaminants, aiding in essential food safety practices."

Just one machine takes care of all bulk condiment needs. The DispenserSaver system accepts all Heinz dispenser-pack condiments and sauces in .75 and 1.5 gallon sizes—Heinz Tomato Ketchup, The World's Favorite Ketchup; Mustards, Mayonnaise, BBQ Sauce, Ranch Dressing, Relish and an assortment of sauces.

Farmer Brothers Launches New Line of Iced Tea

Farmer Bros. Co., a manufacturer, wholesaler and distributor of distinctive and coffees, teas and culinary products, is set to build excitement by adding a full line of mouthwatering flavors to its iced tea portfolio. Farmer Brothers' new line of iced teas—Sweetened, Citrus Green, Sweet Jamaican Tropical, Georgia Peach and Catalina Lemonade—was developed to meet consumer demand just in time for the prime spring and summer season. All Farmer Brothers Iced Teas are hand selected by independent tea specialists to strive toward providing the highest quality and best flavor in each and every glass.



■ Sets Annual Record

Domino's Pizza Raises \$3.5 Million for St. Jude Children's Research Hospital

Domino's Pizza raised more than \$3.5 million for St. Jude Children's Research Hospital during the 2012 St. Jude Thanks and Giving campaign. This year's campaign brings Domino's total amount raised for St. Jude to over \$16 million since the partnership was announced in 2004.

"Domino's Pizza stores across the country rallied around this year's campaign to reach a new fundraising record for Domino's Pizza," said J. Patrick Doyle, Domino's Pizza president and chief executive officer. "I want to extend a heartfelt thanks to everyone—especially our customers, team members and franchise owners—who contributed during the campaign. Together we were able to raise much needed dollars to support the lifesaving work of St. Jude."

In addition to celebrating the 2012 fundraising record, St. Jude and Domino's Pizza recently unveiled the new Assessment and Triage Clinic Delivered by Domino's at St. Jude and celebrated Domino's commitment to raise \$10 million over the next three years.

"I am thrilled that Domino's Pizza is a part of our St. Jude family and I am so grateful for the generous support we receive from Domino's Pizza and its employees and customers who have come together to help save the lives of children through our St. Jude Thanks and Giving campaign," said Marlo Thomas, national outreach director for St. Jude Children's Research Hospital. "I am so inspired by what Domino's Pizza is able to achieve. And because of the hard work and dedication we receive from partners like Domino's Pizza, no family ever pays St. Jude for anything, and one child saved at St. Jude means thousands more saved worldwide."

The St. Jude Thanks and Giving campaign, created in 2004 by Marlo Thomas and her siblings Terre and Tony, celebrates the season of giving by building attention and garnering funds for St. Jude during those months of busy holiday shopping. For eight years, Domino's Pizza has partnered with St. Jude; the funds raised during this campaign impact the lives of children in communities across the world, as St. Jude openly shares research discoveries directly with doctors and scientists everywhere.

"In just over eight years, Domino's has raised more than \$16 million to support the efforts of St. Jude," said Doyle. "We continue to expand our reach to raise public awareness, and are excited to continue to have St. Jude as our national charitable partner."

■ Seventh Annual Augie Awards

The Culinary Institute of America's Event Raises Funds for CIA Student Scholarships

The seventh annual Leadership Awards—the Augies—from The Culinary Institute of America (CIA) were held on April 25 at the Grand Hyatt in New York City to raise funds for CIA student scholarships. Created in honor of famed French chef Auguste Escoffier, the Augie Awards celebrate success and achievement of the foodservice industry's best chefs, visionaries, and entrepreneurs. Augie recipients exemplify a tradition of innovation and leadership. Augies were presented to four individuals who exemplify, in spirit and deed, the CIA's four core value pillars: Daniel Humm, executive chef, Eleven Madison Park and The NoMad Hotel, New York, NY, was honored for his dedication to professional excellence and innovation; Clifford Pleau '81, corporate executive chef, Seasons 52, Orlando, FL, honored for creating restaurant menus that promote health and wellness; Rick Bayless, chef/owner, Frontera Grill, Topolobampo, and Xoco, Chicago, IL, honored for his contribution to the understanding of world cuisines and cultures; and Walter Robb, co-CEO, Whole Foods Market, Austin, TX, honored for his commitment to sustainability and food ethics. The Grand Hyatt ballroom was filled with nearly 400 attendees—including industry leaders such as Thomas Keller, Steve Eills, David Burke, Alex Stupak, and Charlie Palmer. Throughout the program, videos by CIA students and the honorees and a presentation from CIA President Dr. Tim Ryan proclaimed the theme of the event, Food Matters. In his opening remarks, Dr. Ryan declared, "Not only is food part of everyone's traditions and family celebrations—it is a bridge to other cultures; it fosters understanding among the people of the world, it nourishes the body and the soul, and it inspires innovation, excellence, and creativity."



■ Dr. Tim Ryan, President of The Culinary Institute of America, presents Walter Robb, Rick Bayless, Cliff Pleau, and Daniel Humm (right to left) with the college's highest honor—the 'Augie' Award—on Thursday, April 25th at the CIA's annual Leadership Awards Gala in Manhattan. The annual event was created to raise scholarship funds for CIA students.

Each honoree had advice for the 30 CIA students who were assisting at the celebration and the entire of the student body, many of whom followed the program on Twitter.

■ DANIEL HUMM discussed how he finds inspiration through the music of the great jazz innovator, Miles Davis, and abstract expressionist artist Willem de Kooning. Davis pushed the envelope and charted new territory with every album, and de Kooning said, "I have to change to stay the same," a sentiment Chef Humm has taken to heart.

■ CLIFF PLEAU told the audience that his vision for a restaurant like Seasons 52 began early in his career, but it took nearly 20 years to come true. He spent a lot of time practicing "culinary imagineering," and over the years, collaboration and risk-taking became as important to his success as his commitment to helping Americans eat more mindfully.

■ RICH BAYLESS took a different path on the way to earning his Ph.D. in anthropological linguistics. Food was his passion. "With one bite of a dish," says

Chef Bayless, "and sometimes just a look at the dish, you can tell you reams of things about a culture, its history, its agriculture, and its people."

■ WALTER ROBB quoted author and academic Wendell Berry several times in his remarks about sustainability. He sees 100 percent transparency in the future of food, with stores and restaurants providing complete information about how food is grown, made, and transported.

As Dr. Ryan noted, "Each honoree was presented his Augie in the name of just one of our thought-leadership pillars, but they are all committed to all of the pillars. The role of today's chefs and food professionals is not only about flavor development and pleasing customers. Chefs must be socially responsible citizens of the world, and it is our job and our privilege at the CIA to train them with that goal in mind."

All proceeds from the Leadership Awards dinner support CIA student scholarships. Over \$49,000 were raised through the live auction alone.

Arby's Names Paul Brown CEO

Arby's Restaurant Group, Inc. announced that Paul Brown has joined the company as Chief Executive Officer. Brown has extensive experience and a proven track record in leading global brands, franchising, hospitality and corporate performance improvement including roles at Hilton Worldwide, Inc., Expedia, Inc., InterContinental Hotels Group and McKinsey & Company.

"Paul is the ideal leader to further Arby's strategic vision and build upon our strong sales performance and momentum. He will strengthen the collaborative relationship between Arby's franchisees, employees, suppliers and stakeholders," said Jon Luther, Chairman of the Arby's Board of Directors. "We're thrilled to be able to attract his level of talent, which is indicative of our future growth potential."

As CEO, Brown will lead Arby's through its continued revitalization. He will work with franchisees and Arby's management to enhance the company's culture, systems and processes to further innovate Ar-



■ PAUL BROWN

by's product offerings, improve the customer experience and achieve strong financial results. Hala Moddemog will report to Brown and continue to serve as President of Arby's. Under her leadership, Arby's has registered nine consecutive quarters of same store sales increases.

"I've long admired the Arby's brand and I see tremendous growth opportunity for the entire organization," said Brown. "Arby's has a loyal franchisee base, a talented

management team, a terrific product offering and passionate customers. I'm honored to partner with all of our stakeholders to grow this iconic business."

Brown comes to Arby's from Hilton Worldwide, Inc. Brown also worked at InterContinental Hotels Group, where he served as Senior Vice President of Global Brand Services and was responsible for global sales, reservations, the Priority Club loyalty program, e-commerce and purchasing. He was also a Manager for The Boston Consulting Group in the firm's Chicago and Atlanta offices.

Brown serves as a member of the board of directors of H&R Block, Inc., the Georgia Tech Advisory Board and the Junior Achievement of Greater Washington. He has also served as an Executive-in-Residence at the Cornell University School of Hotel Administration.

Brown holds a MBA from Northwestern University's Kellogg Graduate School of Management and a Bachelor of Science degree from Georgia Tech.

Alabama Gulf Seafood Serves Up Local Catch at Music Festival

Refrigerated Tent Offers Fresh Gulf Shrimp, Oysters and Fish to Festival Goers

Flanked by an unmistakable two-story entrance, built on ship containers, this year's Alabama Gulf Seafood tent was back at the recent Hangout Music Festival. More than 3,000 pounds Al-

abama Gulf Seafood was served at the event.

The Alabama Gulf Seafood refrigerated tent, located between the Mega Drop and VIP area, was open all three days of the Hangout Music Festival. The menu included Gulf peel and eat shrimp, half dozen oysters on the half shell, yellowtail tuna tartar and fried gulf grouper sandwiches. Plus, picnic tables provided a place to sit and cool off while the crowd ate.

"Part of what makes the Hangout Music Festival so popular is its location — right next to the water on the white sands of Alabama's Gulf coast," said Chris Blankenship, director of Marine Resources and program administrator for the Alabama Seafood Marketing Commission. "We believe the coastal experience isn't complete without enjoying fresh seafood from Alabama's waterways. We always look forward to sharing the best Gulf product with the tens of thousands of people coming to Gulf Shores."

With just 53 miles of brief but beautiful coastline, Alabama is historically the No. 1 processor of oysters in the U.S., one of the



■ Flanked by an unmistakable two-story entrance, built on ship containers, this year's Alabama Gulf Seafood tent was back at the recent Hangout Music Festival, May 17-19.



■ The menu included Gulf peel and eat shrimp, half dozen oysters on the half shell, yellowtail tuna tartar and fried gulf grouper sandwiches.



largest processors of crab and is also known as the red snapper capital of the world. The Alabama Gulf seafood industry provides jobs for more than 10,000 people in coastal Alabama alone, eager to provide fresh seafood to consumers. From oysters to shrimp, Alabama's seafood industry has a statewide economic impact of approximately \$445 million.

This year's Festival drew record-breaking crowds, with headliners like Stevie Wonder, Kings of Leon, and Tom Petty and the Heartbreakers.



Consumers Shop C-Stores as Regularly as Supermarkets

In an effort to understand how the consumer shops in convenience stores, a recent survey of 1,000 men and women across the U.S. was conducted by Social Science Research Solutions (SSRS) for Imprint Plus, a leading manufacturer of customized, re-usable, magnetic name badge and signage systems.

When asked how often consumers shop in a convenience store, 59% of the respondents reported more than once a week, with that number increasing to over 70% among 18-44 year olds. Surprisingly 25% of the consumers surveyed reported that they shop in a convenience store more or as frequently as they shop at the supermarket or grocery store.

"Virtually every consumer today shops

at a convenience store, with only 6% of the respondents stating that they never shop there," says Marla Kott, Imprint Plus CEO. "Most of the convenience store shoppers are married (48%), employed (63%) with the majority (80%) living in metro regions of the country. Given these numbers every national consumer products manufacturer, such as Coke, Pepsi, Hershey's, Kraft, Frito-Lay, Nabisco, Welch's, must be targeting these consumers, so excellent customer service can make a difference."

Among the top purchases at convenience stores are drinks such as soda, bottled water or juice (29%); or snacks and candy (21%). Other purchases included gas (12%); milk or dairy products (11%); and cigarettes (10%). One third of all re-

spondents (33%) stated that it was important for a convenience store to carry ethnic branded products, such as Indian, Chinese, or Spanish foods. The number rose to 41% among 18-34 year olds. In addition, 42% of consumers think it is important for employees to be fluent in a language other than English, reflecting on the global shopping experience. This number jumps to 51% among 18-34 year olds.

When shopping in a convenience store, 35% reported that it is important to know a person by name when doing business. The percentage increases to 39% among those consumers in the 35-44 year old age demographic. In previous Imprint Plus consumer surveys, 76% stated that they had more trust in a business and considered

the company more professional when their employees wore name badges. Surprisingly, the percentages were higher overall among the 18-34 year old demographic.

"Customers place a higher level of trust in businesses that visibly brand and distinguish their staff. Identifying the employee with a professional name badge that promotes accountability and a commitment to customer relations, can enhance the shopping experience," concludes Ms. Kott. "Rather than sticking on a plain paper label or pinning on a plastic tag, people are choosing sleek, impressive-looking metallic name badges that showcase the wearer professionally, without falling off or damaging clothing."

Tropical Storm in the Food and Drink Market

Launches of Coconut Water Quintuple Over the Past Five Years

While coconut water was once the preserve of exotic holidays, according to new research from Mintel, coconut water has been the surprise toast of the beverage industry in recent years. Indeed, the number of product introductions more than quintupled (+540%) in the past five years and products containing it have been taking off on an international scale.

New product launches are dominated by North America, totaling 35% of global coconut water introductions in 2012, up from just 17% in 2008. Europe followed with 34%

of new products launched last year, up from 13% in 2008, while Asia Pacific accounted for 14% in 2012, up from 9% in 2008. In contrast however, there was a decline in the percentage of products launched in Latin America, with 16% of introductions in 2012, compared to 61% back in 2008.

Jonny Forsyth, global drinks analyst at Mintel, says: "Coconut water contains naturally high levels of electrolytes, including potassium, calcium and magnesium, which have made it popular as a sports drink for natural foods consumers. Coconut water is doing particularly well in the US because both sports recovery drinks and vitamin-enhanced waters are well-established—much more so than in other countries—meaning that people already buy into the benefits of electrolytes in a beverage. Sales of the product have also been helped by

its rapid take-up among celebrities and high-profile investments from beverage companies."

In terms of product claims, low/no/reduced fat is the most popular, accounting for 47% of all coconut water claims in 2012. Low/no/reduced allergen and gluten-free follow with 43% respectively, environmentally-friendly packaging (42%) and natural (40%).

And the popularity of coconut is not limited to beverages. Just as coconut water products have flooded the market, so too has coconut oil. Overall, the use of coconut oil in food and beverages accounted for 26% of food and drink new product launches in 2012, up from 15% in 2008. With reference to coconut oil used exclusively as oil, the growth over the past five years is even more apparent, with 780% growth between 2008 and 2012.

The top five claims attached to

new launches of coconut oils are vegetarian, featured on 53% of coconut oil products in 2012, premium (38%), organic (38%), all-natural product (21%) and no additives/preservatives (17%).

Laura Jones, global good science analyst at Mintel, explains: "The profiles of coconut water and oil have been raised by the multitude of purported health benefits linked to their consumption. Coconut oil has been implicated in strengthening the immune system, as well as helping to prevent obesity. Coconut oil is also promoted as being cholesterol-free, although it still contributes to cholesterol, and as an oil that can raise the 'good' high density lipoprotein (HDL), cholesterol. Moreover, coconut oil could particularly appeal to vegans, who prefer a saturated fat source from plant foods."

And after coconut water and co-

conut oil, coconut palm sugar is also increasing in popularity. Although still a niche product, coconut palm sugar posted a 320% growth in product launches in the past five years. While organic was the most popular claim (84%), in 2012, 28% of launches claimed respectively to be low/no/reduced glycemic and vegan. Moreover, 24% claimed to be low/no/reduced allergen and GMO-free, and 20% to be natural.

"Attention is centered on the nutritional benefits of coconut palm sugar, namely its low glycemic index (GI). Moreover, it has a natural image, as it is unrefined, free from chemical bleaching and has no preservatives, hence the natural positioning. The recent attention around coconut palm sugar has also led to more gourmet positioned products being launched," Laura Jones concludes.

Grocers Stretch Formats to Match Shoppers' Budgets, Time Needs

In this period of economic and demographic fluctuation, U.S. retailers are simultaneously stretching and shrinking their stores to promote convenience for shoppers and compete with online options, according to What's in Store, the annual trends publication from International Dairy-Deli-Bakery Association.

Grocery shoppers continue to weather the Great Recession and convenient shopping for the most vital of retail staples—food—is undergoing a metamorphosis. While larger retail outlets may see less traffic because many shoppers are buying more items online, some grocery retailers are reducing their footprint to squeeze into city locations. They, and some others, are expanding specific aspects of their stores, such as fresh

offerings and tiered private label systems, to draw in customers, Reuters reported.

Supermarket sales are facing competition from alternative food retail categories. Traditional supermarket sales rose 4.4% in 2011 to total \$430 billion, while store count slipped 1%, according to Willard Bishop's The Future of Food Retailing. Supermarkets continue to struggle as the effects of the recession left their market share divided with limited-assortment stores, supercenters, and wholesale clubs. The trend is likely to continue as Willard Bishop projects traditional supermarket sales growth will fall at an annual rate of 1.4%. At the same time, traditional supermarket market share is forecast to decline to 37.4% by 2016 from 40.1% in 2011.

Drug and dollar stores are stepping up their fresh food offerings as shoppers change their routines from the early recession. Analysts note a behavioral shift as shoppers take frequent smaller fill-in trips

to these venues between paychecks rather than hitting the club store once a month to buy in bulk. Shopper prioritization of value and health in food choices is sharpening as they hone their frugality out of necessity.

Online shopping represents another major shift in the food retail market. Online grocery sales climbed 11.6% in 2011 compared to the year before. In-store sales grew just 2.5% in the same timeframe, according to MyWebGrocer. The average online grocery basket size is \$145.

Food retailers are facing a strategic quandary amid increased demand for fresh foods and perishables at the same time that consumers are increasing online buying, said Tim O'Connor, vice president, RetailNet Group. "There's always going to be a physical component for fresh food because that's what people perceive as fresh and immediate," O'Connor said. He said retailers need to build trust with online shoppers through a friendly per-

sonal tool that remembers what you normally buy online. Retailers must also deliver high-quality fresh foods to maintain consumer trust in the online shopping method.

Bill Bishop, chief architect, Brick Meets Click, predicts that the digitally engaged 21st-century shopper will thrive in a multichannel retail landscape. These shoppers look to the Internet for answers and get assistance from third parties. Consumers also operate in a social network that leverages strong word-of-mouth influence on shopper opinion and behavior.

Virtual grocery shopping has also hit U.S. shores. Online grocer Peapod has organized a limited run of a virtual setup, consisting of 70 items, in metro transit locations in Philadelphia and Chicago. Android and iPhone users can download a free Peapod mobile app, scan a QR code to select and order the groceries, and set up delivery for the next day.

'Eat Right, Your Way, Every Day' With Foods From All Ethnic Traditions

America is a nation of immigrants, with each group adding its cultural traditions, including food, to the country's shared multi-ethnic experience. The Academy of Nutrition and Dietetics offers ways to "Eat Right, Your Way, Every Day" with foods from all corners of the globe.

"As a registered dietitian, I am asked every day, 'What should I eat?'," said registered dietitian and Academy of Nutrition and Dietetics Spokesperson Vandana Sheth. "The answer of course is, 'It depends.'"

"Eating is not a 'one-size-fits-all' proposition. RDs make recommendations that accommodate the food preferences, cultural traditions and customs of the many and diverse groups who live in our country," Sheth said.

"The U.S. population is changing. By 2050, half of the U.S. population will be non-white. We need to have a global perspective on food and focus on diversity and multiculturalism, especially as they relate to the nutritional health of families," Sheth said.

The 2010 Dietary Guidelines for Americans calls a healthy eating pattern "an array of options that can accommodate cultural, ethnic, traditional and personal preferences and food cost and availability." They advise making about half your plate fruits and vegetables; about one-quarter protein, such as lean meats, black beans and tofu chunks; and about one-quarter grains, preferably whole grains. With each meal, the Dietary Guidelines recommend fat-free or low-fat milk, yogurt or cheese.

"With the countless and increasing varieties of foods that are available today, people who live virtually anywhere can follow the recommendations of the Dietary Guidelines and its MyPlate symbol to eat healthfully within the preferences of any culture," Sheth said.

Examples of healthful menu items from ethnic traditions that follow the MyPlate recommendations include:

- **CHINESE:** Stir-fried chicken and vegetables such as bok choy, snap peas, carrots and bean sprouts; brown rice; and a dish of lychee fruit.
- **ITALIAN:** Minestrone (a hearty, tomato-based soup with beans, vegetables and pasta) with kidney beans added for folate, fiber and protein; gnocchi (flour or potato dumplings) with chopped vegetables like spinach mixed into the dough and served with lycopene-rich tomato sauce.
- **GREEK:** Tzatziki sauce (a creamy dressing of low-fat yogurt, garlic and cucumber) served on pita sandwiches or as a dip with vegetables; and dolmas (grape leaves stuffed with ground meat, vegetables such as bell peppers, eggplant and squash, rice, dried fruit and pine nuts).
- **MEXICAN:** Jicama (a crisp and slightly sweet root vegetable) peeled, sliced and served on a salad with lime vinaigrette or chopped for a crunchy addition to salsas; and gazpacho (a cold tomato-based raw vegetable soup) made with spinach or cucumbers.

TODAY'S GROCER
THE NATION'S MOST HIGHLY HONORED FOOD TRADE PUBLICATION

Key Opening
New Turkey Creek Store Marks
Second Publix in Knoxville Area

Check Out TODAY'S GROCER
IN PRINT - ONLINE

Place your company and products in the spotlight when you advertise in TODAY'S GROCER Food Trade Magazine. Each issue is packed with exclusive news grocers need to stay informed in this highly-competitive market place.

Each issue of TODAY'S GROCER contains:

- ✓ Exclusive news of interest to your customers from around the corner... and around the world!
- ✓ Latest industry trends
- ✓ New products and profit-makers
- ✓ Latest technology
- ✓ Exclusive guest editorials by industry authorities
- ✓ Food Show reports & highlights
- ✓ And much, much more!!

This all means added sales for you when you and your products are included on the pages of TODAY'S GROCER - The Magazine Today's Grocers Are Sold On!

Don't Delay - To Be Included In Our Next Big Issue,
Call VANESSA ACOSTA Now At: 305-994-8100 Ext. 252
Cel: 305-873-3912

BE READY TO CATCH
THE BEST DEALS OF THE SEASON

QUIRCH
FOODS

ALL-STAR SAVINGS

12TH ANNUAL BUYING SHOW

SAVE THE DATE

09|27|2013

TRUMP DORAL GOLF RESORT & SPA | MIAMI, FL



FOR MORE INFORMATION
CALL 1-800.458.5252
OR VISIT www.quirchbuyingshow.com

© 2013 QUIRCH FOODS CO. - ALL RIGHTS RESERVED

