

# TODAY'S GROCER

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## Ahold USA Appoints De Paoli as Sr. V.P. of Brand Management



JUAN DE PAOLI

Ahold USA has named Juan De Paoli to the position of Senior Vice President of Brand Management and Own Brands, Ahold USA. In this role, which will be based in Carlisle, De Paoli will oversee strategic brand management as well as the strategic development, growth and profitable execution of Own Brands.

De Paoli brings more than 22 years of experience to his new role with Ahold USA. He most recently served as Vice President, Center Store Program Management for Topco Associates. Prior to Topco, he spent 12 years in positions of increasing responsibility for the H.E. Butt Grocery Co., beginning as Brand Development Manager and ending as Director III, Own Brand, Branding, Product Development, Packaging and Consumer Research. De Paoli has also held positions at Consul-Med/Healthcare Consultants, Oscar Mayer and Procter & Gamble Latin America.

"Juan is a proven leader in successful own brand development and brand management and will help Ahold USA accelerate Own Brands offerings in every aisle of the store," said Erik Keptner, Executive Vice President of Marketing.

## Kroger and Harris Teeter Announce Merger Agreement

The Kroger Co. and Harris Teeter Supermarkets, Inc. have announced a definitive merger agreement under which Kroger will purchase all outstanding shares of Harris Teeter for \$49.38 per share in cash.

The transaction price represents a premium of 33.7% to the Harris Teeter closing share price on January 18, 2013, the day of the first media report that Harris Teeter was evaluating strategic alternatives. The terms of the agreement were approved by the Boards of Directors of both companies.

Harris Teeter brings to Kroger an exceptional brand and complementary base of 212 stores in attractive southeastern and mid-Atlantic markets and in Washington, D.C. The stores are located primarily in high-growth markets, vacation destinations and university communities in North Carolina, Virginia, South Carolina, Maryland, Tennessee, Delaware, Florida, Georgia and the District of Columbia. Harris Teeter

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## PUBLIX SABOR AT ALTOS PLAZA

# Big Opening in Little Havana

### Major New Shopping Destination Debuts in Popular Miami Neighborhood

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**BILL FAUERBACH**  
Vice President-Retail Operations  
Miami Division

**ROSIE HERNANDEZ**  
Customer Service Manager  
Publix Store #1230

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■ SHOP-RITE on Delsea Drive is part of a new retail shopping center being built on a vacant parcel of land owned by the City of Vineland, NJ. The city is undertaking a redevelopment of the area, spending a significant amount remediating environmental issues and funding the demolition of buildings. The proposed project is expected to serve as a catalyst for the future growth of the area as outlined in the City Redevelopment Plan.

## Shop-Rite Supermarket in Vineland Opens

Wakefern Cooperative Member Acquires \$6.2 Million in Financing

National Cooperative Bank (NCB), recently completed a \$6.2 million financing transaction for Bottino Holdings, a Wakefern Cooperative member that operates the Shop-Rite Supermarket on Delsea Drive in Vineland, New Jersey. The Bank provided a portion of the financing for

the Wakefern co-op member to refinance a bridge loan from The Reinvestment Fund (TRF) and partially refinance a New Market Tax Credit associated with this transaction. The infusion of funds allowed Bottino Holdings to move forward with its plans to replace its existing Shop-Rite supermarket with a new facility for its customers. Barry Silver, Executive Vice President of NCB, made the announcement.

"We are pleased to provide this vital funding to another Wakefern food co-op member, especially one located in a food desert, as is the case of the Vineland, NJ

store," said Barry Silver. "We have a long standing relationship with Wakefern co-op members and are proud to be a financial resource for them. As a socially responsible Bank, we are equally pleased to be involved in deals like this one that are making an important difference in the communities they serve."

NCB's Grocery program is a vital resource for the cooperative grocery community, providing over \$33 million in new loans last year, and \$20 million to date this year. The Bank offers comm-

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## Mark Baum Joins FMI as Sr. V.P. of Industry Relations

Food Marketing Institute (FMI) has announced the appointment of Mark Baum as senior vice president of industry relations and chief collaboration officer. In this newly designed function, Baum will engage retailer, supplier, manufacturer and service provider CEO's to help raise the bar on industry collaboration at all points of the food retail chain.

Baum's career in the food, beverage and CPG industry spans more than 25 years. He is recognized among the foremost experts in the management of strategy, sales, marketing and merchandising activities in the food, beverage, consumer products and retail industries. Baum served as the president and CEO of the Association of Sales and Marketing Companies (ASMC) and, after leading the merger between ASMC and the Grocery Manufacturers Association (GMA), he served as executive vice president of GMA. Later, he was a partner and managing director of the CPG/Retail Practice at Diamond Management & Technology Consultants. Most recently, Baum was the managing partner of MARCAT



■ MARK BAUM

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## Flowers Foods Completes Bakery Acquisitions

And 5 Bread Brands

Flowers Foods announced the completion of its acquisition of bread assets, including 20 bakeries; the Wonder, Merita, Home Pride, Butternut, and Nature's Pride brands; and 36 depots from Old HB, Inc. (formerly Hostess Brands). The adjusted purchase price was \$355 million.

The acquisition of the Hostess

bread assets strengthens Flowers Foods' position as the second-largest baker in the U.S. by adding brands and bakeries that will enhance the company's ability to steadily expand the geographic reach of its fresh breads, buns, rolls, and snack cakes into new markets. Flowers has experience integrating acquisitions, having completed more than 100 since listing publicly in 1968, including 12 in the past decade.

"These assets fit very well with

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## Kroger Names New Senior Leaders

The Kroger Co. has named Rick Going president of the company's new Nashville division, Calvin Kaufman president of the new Louisville division, Jayne Homco president of the Michigan division, and Erin Sharp group vice president of Kroger manufacturing.

"Rick, Calvin, Jayne and Erin bring to their new roles a passion for customers and proven experience leading teams to deliver consistently strong performance," said Rodney McMullen, Kroger's president and chief operating officer. "Their leadership will help us build on our Customer 1<sup>st</sup> strategy to enhance customer loyalty, accelerate our growth and deliver shareholder value."

Kroger has also announced the establishment

of two new supermarket divisions, a Nashville division and a Louisville division.

"Opportunities for growth in Tennessee, northern Alabama, Kentucky, and Southern Illinois and Indiana inspired us to take this path," Mr. McMullen said. "We believe this move will enable our associates to do what they do best - meet the needs of our local customers and neighbors, our communities, and each other."

RICK GOING, currently president of the Michigan division, has been named president of Kroger's new Nashville division. Going, who joined the company in 1981, has held a number of leadership positions at the store, district and division level before advancing to his current

position in 2007.

The Nashville division will include more than 11,800 associates working in 63 stores in the Nashville area and 28 stores in the Knoxville, TN, and Huntsville, AL, markets.

CALVIN KAUFMAN, currently group vice president of Kroger manufacturing, has been named president of the company's new Louisville division. Kaufman joined Kroger in 1994 and has served in a variety of leadership roles, including as Kroger's senior director of logistics, before he was named to his current role in 2007.

The Louisville division will include nearly 15,000

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## Bob Woodward to Keynote 2014 NGA Show

The National Grocers Association (NGA) has announced the selection of Bob Woodward, famed Washington Post journalist, author, and Watergate scandal reporter, as the Opening General Session speaker for the 2014 NGA Show. Sponsored by Kraft Foods, the Opening General Session is the kick-off to the Show, which will be held February 9-12, 2014 in Las Vegas, NV.

Woodward is best known for his Pulitzer Prize-winning coverage of the Watergate scandal in 1973 and his reports on the September 11 terrorist attacks, both for the Washington Post where he currently serves as Associate Editor. In addition, he has authored or co-authored 17 national best selling non-fiction books including *All the President's Men*, *Veit: The Secret Wars of the CIA*, and *Obama's Wars*. Other famed journalists such as The New York Times' Gene Roberts and CBS News' Bob Schieffer have called Woodward and his work possibly the best reporting of all time. "NGA is honored to have such a legendary journalist on our stage to kick off the 2014 Show," said Peter J. Larkin, President & CEO, National Grocers Association. "He has never been afraid to be on the cutting edge of investigative reporting, and his expertise in current affairs, economics, and the political arena underscore his relevance to our industry."



■ BOB WOODWARD

## Three to be Inducted into Refrigerated Food Hall of Fame

The National Frozen & Refrigerated Foods Association (NFRA) established the NFRA Refrigerated Food Hall of Fame in 2010 to honor individuals for the contributions they have made and the leadership they have provided to the Refrigerated Food Industry. Three committed individuals: the late Harry Hussmann, founder of the Hussmann Patented Refrigerated Meat Display case and Hussmann Refrigerator Company; Nerin B. Montgomery, retired president of the National Frozen & Refrigerated Foods Association; and the late L. B. (Lively) Willoughby, patented inventor of the refrigerated biscuit dough will be recipients of this year's prestigious award.

The Hall of Fame induction ceremony will be held at the National Frozen & Refrigerated Foods Convention during the Grand Awards Banquet on October 22, at the Hilton San Diego Bayfront Hotel.

HARRY HUSSMANN was inspired to start his own business in April 1906, opening the Harry L. Hussmann Butchers' Supply Company in St. Louis, Missouri. In 1917, Hussmann patented the food industry's first refrigerated meat display case. After construction of a new manufacturing plant two years later, the Hussmann Patented Refrigerator Display case was sold to meat dealers, delicatessens and restaurants. In 1927, Hussmann worked with Frigidaire Corporation, introducing the Frigidaire-Equipped Hussmann Patented Freezer Display Case. In 1928, he sold his shares of the Hussmann Refrigerator Company and passed away in 1949. Today, Hussmann's entrepreneurial butcher supply company is one of the world's largest producers of the refrigeration systems and merchan-

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# TODAY'S GROCER

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## SNAP/WIC Recipients Are a Key Customer Base for the Grocery Business

Evidence is emerging that lower-income consumers on federal nutrition assistance along with higher-income consumers, not the middle class, sustained the grocery business as the recession first hit, and the likelihood of this continuing bifurcation warrants a deeper understanding of the consumption habits of these lower-income consumers, reports The NPD Group, a leading global information company.

From 2007 through 2010, the Supplemental Nutrition Assistance Program (SNAP) pumped more than \$70 billion into the grocery retail industry, according to the USDA Economic Research Service. This was due in part to more Americans participating in the program, but the fact remains that the program provided a cushion for those who might have been at nutritional risk, which, in turn, kept consumers going to food stores.

In terms of the shopping habits of SNAP/Women, Infants, and Children (WIC) recipients today, NPD's *Food and Bever-*

*age Consumption Study* finds that just under a quarter of the recipients' dishes were sourced from a supercenter, while that number drops to 15 percent for other consumers. SNAP/WIC recipients are stretching their grocery spend by utilizing the lower-priced options supercenters make available, finds NPD. The study also reveals that 29 percent of shoppers on assistance programs visit the grocery store every two weeks or less, while other consumers shop more frequently, which may be a function of when SNAP cards are replenished.

As for the eating behaviors of consumers on assistance programs, NPD reports that SNAP/WIC recipients have a higher propensity to skip meals compared to non-participants. These can be considered lost opportunities to consume more fruit, vegetables, and dairy – the three main areas of the USDA MyPlate where most consumers fall short of the guidelines. For instance, at both lunch

and dinner, consumers on assistance programs consume nearly half as many green salads as other consumers. At the same time, the beverages they consume at these times are more likely to be sweetened. In between the main meals, when fruit is a top item for snacking, SNAP/WIC consumers eat it less often compared to that of other consumers. These consumers also have a higher obesity rate than other consumers.

"Food marketers would be wise to understand the eating habits of SNAP/WIC recipients since they are a large customer base," says Darren Seifer, NPD food and beverage industry analyst. "Using messaging and merchandising that is relevant, aligning in-store strategies with the card refill cycles, and providing nutrition education are among the ways in which marketers can yield the best results when connecting with these consumers."

## Marley Coffee Establishes National Distribution Network

Marley Coffee, a sustainably grown, ethically farmed and artisan roasted gourmet coffee, has now set up a national distribution network in the natural grocery retail space. The company recently added United Natural Foods (UNFI) to its roster of distributors to establish a national footprint. Its products are currently distributed nationally through KeHE/Tree of Life Distributors and DPI Specialty Foods. Regionally, the company works with epicurean distributors like Gourmet Merchants International and Renaissance Specialty Foods. The company's national and regional distributors now cover 100% of the U.S. in the natural grocery space.

UNFI is an independent national distributor that ships from eighteen centers throughout the U.S. and Canada. The company provides services for retailers and manufacturers, including marketing and promotions, merchandising, category management, and store support services. KeHE/Tree of Life utilizes state-of-the-art procurement systems to distribute products throughout North America utilizing twelve distribution centers and working with retailers and manufacturers in the same way.

"When I first thought about Marley Coffee, I wanted to primarily make a great product that customers would love the taste, that is sustainable to the Earth and that would resonate with customers for years to come," commented Rohan Marley, Founder and Chairman of Marley Coffee. "Once we had the base products we wanted to bring to market, my team and I sat down to determine our distribution and channel strategy. For the past year and a half, we've been working on these two areas and with the addition of UNFI and KeHE, we feel we've accomplished our strategy."

"I've been in the coffee business all of my life and I can tell you that having a great product and a great brand is just the tip of the iceberg," said Brent Toews, CEO of Marley Coffee. "As Rohan clearly stated, a company needs to have a clear route to market strategy and a plan on what products go to what channels. When I met Marley Coffee 2 years ago, the company mainly had 12oz Whole Bean bags, which were sold to specialty retailers. Today, we have an entire portfolio of products that can be utilized in just about any channel that you can put coffee into. We laid out which products belong in which channels and then we went out and looked for the right distribution partners in each of those channels. The biggest mistake a company can make is trying to fit a limited number of products into all channels. What we have going for us is our brand and our taste profiles. Now, we've got the right channel partners and with these distributors, we have a national distribution network for the natural grocery retail space."

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# 4 Grocery

## El Restaurante



### New Authentic Tortilla Chips From Tim's Cascade Snacks!

At all great Mexican restaurants, everyone loves starting their meal with a basket of warm tortilla chips. With new El Restaurante Authentic Tortilla Chips, that same great genuine taste can be enjoyed at home anytime. The chips, brought to you by Tim's Cascade Snacks, are hitting the shelves just in time for summer snacking!

Prepared using only the finest ingredients, the authentic Restaurant Style chips are made from specially selected, 100% yellow corn and come in 2 varieties, Restaurant Style and Crispy Rounds. They are all natural with no preservatives, no added colors, and no trans fats. These crispy chips are sure to liven up any snack or meal and pair well with salsa, guacamole, and other dips.

Both varieties of El Restaurante Authentic Tortilla Chips are currently available in 13 oz. bags with an SRP of \$2.79. El Restaurante Authentic Tortilla Chips are available in stores in Washington, Oregon, California, Hawaii, Alaska, Idaho, Utah, Montana, Nevada, Arizona, and Texas.



### José Andrés Foods Launches Nationally

José Andrés Foods, a new line of products from Spain's most prestigious small producers hand-picked by Chef José Andrés, is now available in the United States. José Andrés Foods marries modern cuisine with Spanish tradition, delivering products that capture the flavor, life and passion of Spain. The brand is

currently available for distribution, and will hit select retailers' shelves nationally this summer.

Often referred to as Spain's unofficial ambassador, Andrés is an internationally-recognized culinary innovator and James Beard Award-winning 'Outstanding Chef.' "I believe in tradition and innovation, authenticity and passion," says Andrés. "Spain is a fascinating mix of people, languages, culture and food, but if there is one thing all Spaniards share, it's a love of food and drink. My friends there are some of the finest artisans who share in this love, and I can't wait for you to try their creations."

With a portfolio that spans several categories, José Andrés Foods provides tastes of quintessential Spanish fare. Featured products include:

- **OLIVE OILS & VINEGARS:** Award winning dressings - flavorful, rich and derived from the best olives and grapes Spain has to offer.
- **SEAFOOD TAPAS:** Fish and shellfish from the Spanish seas, carefully prepared and naturally preserved to bring fresh flavor to the table.
- **TAPAS PARTY BASICS:** Made from the finest ingredients, crunchy olive oil potato chips and toasted breads perfect for enjoying on their own or topping with simple ingredients for easy on-the-spot tapas.
- **PAELLA KITS:** Probably the most famous Spanish dish in the world, everything you need to prepare this classic dish in your own home.
- **VEGETABLE CLASSICS:** Simple, healthy preparations from vegetables harvested at their peak, prepared with respect and naturally preserved.

### CLIF Bar Introduces Sierra Trail Mix Energy Bar

CLIF Bar, the original energy bar made with organic ingredients, announced the nationwide availability of Sierra Trail Mix, the newest flavor in the company's flagship product line. Sierra Trail Mix is the first CLIF Bar flavor made with sustainably grown cocoa from Rainforest Alliance Certified farms and will carry the frog seal on package.

Sierra Trail Mix is crafted with crunchy peanuts, rich chocolate, sweet raisins, and tasty pumpkin and sunflower seeds to create a balanced sweet and salty flavor profile inspired by the classic trail mix combination. Like all CLIF Bars, Sierra Trail Mix provides a nutritious blend of carbohydrates, protein and fiber for sustained energy during athletic adventures.

CLIF Bar & Company's collaboration with the Rainforest Alliance continues the company's standing commitment to help create a more healthy, just and sustainable food system. Each Sierra Trail Mix package features the recognizable frog seal that guarantees the use of sustainably grown cocoa from Rainforest Alliance Certified farms. The remaining flavors of CLIF Bar made with cocoa ingredients from certified farms will appear in stores in the coming months.

Made with 70 percent organic ingredients, the nationwide availability of CLIF Bar Sierra Trail Mix coincides with CLIF Bar & Company's 10<sup>th</sup> anniversary of using organic ingredients. Sierra Trail Mix is nationwide (SRP \$1.39).



### Nonni's Delights Healthy Snackers with New THINaddictives

Nonni's has introduced 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 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.
- **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 Highlighter Re-invented New BIC Brite Liner Highlighter Tape

BIC is re-inventing the way we highlight with the BIC Brite Liner Highlighter Tape, which is the only highlighter tape on the market.

The bright fluorescent tape adds vibrant highlights without bleeding through paper. It also erases easily, making it convenient to use on textbooks, magazines, newspapers and other important documents.

"The innovative BIC Brite Liner Highlighter Tape is a unique product that offers consumers a new way to conveniently highlight documents and it provides the ability to erase after use! The BIC Brite Liner Highlighter Tape is available in the two most popular highlighter colors, pink and yellow, and is perfect for use at school, at home, and at the office," said Michael Frazier, Senior Associate Brand Manager—Stationery, BIC USA Inc.

The BIC Brite Liner Highlighter Tape is available in a one-pack with a suggested retail price (SRP) of under \$3.00 and in a two-pack with an SRP of under \$5.00.



### House Foods America Unveils Vacuum Packed Organic Tofu

House Foods America has announced its new Vacuum Packed Organic Tofu. This unflavored offering is high in protein with 14g per 3 oz serving and has a great texture. Perfect for meat substitutions and grilling, it's incredibly convenient and easy to use; no water to drain or excess packaging taking up space in the refrigerator. This is the second product in House Food's Vacuum Packed Tofu Line which already includes an Organic Tofu Cutlet.

House Foods Vacuum Packed Organic Tofu was designed to be attractive and attention-getting in the supermarket aisle, in keeping with their entire product line. Most importantly, the quality remains unparalleled—USDA Organic, Non-GMO Verified and certified gluten free tofu. Further, this compact packaging, is ideal for single use with no leftovers to store.

"We wanted to create a product that maintained the premium quality of our tofu but capitalized on the benefits of modern packaging," says Yoko DiFranco, House Foods' PR and Advertising Manager. "Vacuum packaging ensures less time and waste for our customers, without sacrificing the great taste of our tofu products."

House Foods America's entire line of tofu, which includes Organic Tofu, Premium Tofu, and Bulk Tofu, in every firmness level and flavor, is now "Non-GMO Project Verified."

House Foods Vacuum Packed Organic Tofu is available at retail locations now; SRP: \$1.99-2.49 for an 8 oz package.



### Carmex Launches Upscale New Look

Selecting the ideal Carmex lip balm and skin care product is now easier thanks to a new look that brightens up store shelves with fresh packaging which emphasizes the brand's eye-catching yellow and red label. The new upscale look provides a consistent, unified appearance along product lines. From the brand's original lip balm in the iconic jar, to lip balm tubes, premium lip balm sticks and Moisture Plus in the stylish slant-tip applicator, this new look captures the integrity and tradition of Carmex while communicating specific brand benefits.

The new packaging displays updated label information sharing that Carmex products containing Sun Protection Factor (SPF) have been reformulated to use Broad Spectrum SPF. While Carmex has always protected lips and skin with quality ingredients and family approved formulas, the new Broad Spectrum formula raises the bar on sun protection.

"Extensive research went into this new look. With the expansion of our product line over the years, the new packaging helps customers easily identify our products and the specific skin care solution that they are seeking," said Paul Woelbing, president, Carma Laboratories, maker of Carmex lip balm and skin care products. "Carmex has been a trusted brand for three generations and will continue to provide moisturizing protection for lips and skin."

The packaging refresh also includes Carmex skin care products, including Hydrating Lotion, Healing Cream and Healing Ointment. The new packaging was initially reflected with the launch of the two newest Carmex lip balm products: Pomegranate-flavored Ultra Smooth Lip Balm and Lip Conditioner.



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# 6 Meat

## Baked Is Better



RESER'S MAIN ST BISTRO ZESTY AU GRATIN POTATOES is a rich baked casserole with tender sliced potatoes and diced jalapenos topped by golden-brown cheddar cheese and crispy bacon. It has a delicious made-from-scratch taste and appearance. This refrigerated product already comes fully baked so it can

be heated and served in just 5 minutes. Heat in the microwave or oven and get the same great results. This item is baked in Reser's patent-pending Top Bake oven process, offering a golden cheese crust.

This is the newest item in Reser's full line-up of prepared side dishes featuring patent-pending "Top Bake" technology, delivering a home-baked taste right from the microwave. Sold to supermarket meat departments under the Main St. Bistro brand.

"Frozen dishes can take up to 60 minutes, double the amount of time the average consumer now spends making dinner," states John McCarthy, category manager. "Other refrigerated dishes can be made quickly, but lack the taste, texture or appearance of a baked dish. Reser's new fully baked side dishes offer the best of both worlds: just-out-of-the-oven taste, in only 5 minutes."

## JENNIE-O Debuts Turkey Breast Steaks and Jalapeno Jack Turkey Burgers



The smell of grilling season is in the air. As more consumers seek out wholesome cuts of meat to cook, Jennie-O Turkey Store launches three convenient and flavorful new grilling options — JENNIE-O Turkey Breast Steaks, JENNIE-O Seasoned Turkey Breast Steaks and JENNIE-O Jalapeno Jack Turkey Burgers.

These new grilling products address consumers' evolving cooking preferences. In order to eat more nutritiously, 90 percent of Americans are choosing lean cuts of meat, while 82 percent are limiting second helpings. Consumers are also adding more flavor to their meats, with 85 percent preparing marinated meats and poultry on a regular basis, according to The Power of Meat survey by the American Meat Institute and the Food Marketing Institute. Marinated meats and poultry also fit with the increased popularity of highly flavorful foods, including ethnic dishes using a variety of seasonings.

"At Jennie-O, we understand people want quick solutions to make it easy to eat well," said Kim Anderson, product manager at Jennie-O Turkey Store. "Our new Turkey Breast Steaks and Jalapeno Jack Turkey Burgers provide more flavorful ways to enjoy convenient, great tasting, wholesome grilled meat options from a brand that consumers trust."

**TURKEY BREAST STEAKS** - Now it's easy to enjoy a lean steak hot off the grill with two new turkey options. JENNIE-O Turkey Breast Steak is packaged ready to cook, or it can be marinated prior to cooking. For those who prefer pre-seasoned meat, Jennie-O offers Seasoned Turkey Breast Steak featuring a delicious garlic and red pepper spice blend. The turkey breast steaks are available at retailers nationwide in sizes of 16 to 24 ounces for an average suggested retail price of \$7.99.

**JALAPENO JACK TURKEY BURGERS** - Addressing the popularity of Southwest cuisine, Jennie-O introduces an all-white-meat turkey burger patty featuring jalapeno seasoning and Monterey Jack cheese for a savory taste. Each 1/3-pound burger is individually vacuum-sealed for freshness. The burgers are sold in packages of six at a suggested retail price of \$9.99.



Technologists, entrepreneurs, sustainable food industry leaders and creatives convened at Food Tech Connect's Hack/Meat Silicon Valley to develop hardware and software solutions to some of the greatest challenges facing sustainable meat production and consumption.

## Silicon Valley Hackathon Prototypes The Future Of Meat

For 48 hours on June 21-23, over 250 food industry leaders, entrepreneurs, technologists and creatives convened at Hack/Meat Silicon Valley, a hackathon to develop hardware and software solutions to some of the greatest challenges facing sustainable meat production and consumption. The three-day event was held at the Institute of Design at Stanford, and was organized by Food+Tech Connect in partnership with Applegate and GRACE Communications Foundation.

The hackathon's 24 teams tackled sustainable meat industry challenges including access to farmland, food labeling, whole animal utilization, and the unique flavor profile of grassfed meat. They pitched their final prototypes to an expert panel of judges including Michiel Bakker of Google's Global Food Services, Bill and Nicolette Niman of Niman Ranch & BN Ranch, Niko Hrdy of Valley Oak Investments, Amol Deshpande of Kleiner Perkins Caufield & Byers, Chris Cosentino of Incanto and Anya Fernald of Belcampo Meat Co.

Winners were awarded prizes representing more than \$125,000 in value, including cash and consulting services from industry leaders to help them continue development of their

prototypes.

Winning Hacks:

- GRAND PRIZE WINNER:** Farm-Stacker, an eHarmony or Airbnb-like tool that connects young farmers to land and capital.
- BEST BUSINESS:** Cow Share With Us, a purchasing platform that facilitates group buying of whole animals.
- BEST SOCIAL GOOD:** Buyotic, a mobile app that helps consumers shop their values by locating antibiotic-free chicken and make pledges to purchase it.
- BEST USE OF TECHNOLOGY:** Agent Yum, a Google glass application that allows shoppers to scan food products in the grocery store to deliver GMO and antibiotic ratings.
- BEST DESIGN:** Beefopedia, a web-based portal that educates consumers on and celebrates the qualities of heritage beef.

Teams were coached by 56 industry mentors including Stephen McDonnell, CEO of Applegate, Mitchell Davis, VP of the James Beard Foundation and Matthew Rothe, co-founder of the FEED Collaborative at Stanford.

Butchers Ryan Farr and Kent Schoberle from 4505 Meats conducted a live butchery demo, breaking down a quarter of beef from a grass-

fed cow raised in Oregon that had been slaughtered earlier that week and donated by Estancia. Lucky participants got to take the meat home with them.

In keeping with the theme, attendees were fueled all weekend long by delicious, sustainable food and drink, including a nose-to-tail dinner provided by Google's Food Team featuring a spit-roasted pork tasting and pig ear pizettas.

"There has never been more interest in sustainable meat production, but the challenges of scaling it to the population are huge. We've been so lucky to find partners like GRACE Communications Foundation and Applegate that share our vision for bringing people from different disciplines together to address these challenges and build a better future for food," says Danielle Gould, founder of Food+Tech Connect and event organizer.

This is the second Hack/Meat Food+Tech Connect has produced in partnership with Applegate and GRACE Communications Foundation, first, held in New York City this past December, gathered over 150 hackers and resulted in 12 new projects, several of which are continuing development.



Bold, assertive flavors in this new All Natural line include spicy, tangy Buffalo Style, hot, powerful Jamaican Jerk, delicious Mediterranean notes in the Asiago & Spinach, classic Italian, Tomatillo Salsa Santa Fe Style, down-home Andouille and Oktoberfest Black Forest Chicken Brats.

## New Skinless All Natural Chicken Sausages

Answer Consumer Need for Healthy Choices

Dietz & Watson has introduced a new line of seven mouthwatering All Natural Chicken Sausage varieties that offer something to please just about every palate. Made from fresh, never frozen chicken and using old-world family recipes prepared in small batches, these fully cooked sausages contain no fillers, extenders or MSG and are certified Gluten Free by the Celiac Sprue Association. They are all 100% Pork Free.

Bold, assertive flavors in this new All Natural line include

spicy, tangy Buffalo Style, hot, powerful Jamaican Jerk, delicious Mediterranean notes in the Asiago & Spinach, classic Italian, Tomatillo Salsa Santa Fe Style, down-home Andouille and Oktoberfest Black Forest Chicken Brats.

"We are very excited about this addition to our All Natural product mix," said Louis Eni, President & CEO of Dietz & Watson, and grandson of company founder Gottlieb Dietz. "We work hard to keep on top of consumer trends and we think this new line couldn't be timed better."

To go along with this new line comes vibrant new packaging too. The new items come in 12 ounce packages containing four sausages each.

# GRILLIT, Inc. Names Ghazi Hajj as CEO

GRILLIT, Inc., Miami, FL, announced that Ghazi Hajj has been appointed to the position of Chief Executive Officer, and elected as the Chairman of its Board of Directors.

Mr. Hajj is a highly successful and experienced restaurateur who is well respected in the fast-casual dining sector. He has over 24 years of collective experience in leading well-known chain restaurants to high growth and profitability.

Hajj stated, "I thank the Board of GRILLIT for electing me to this position. As Chairman and Chief Executive Officer, I pledge that I will do my utmost to bring the GRILLIT concept to as large of a market as possible, while being prudent and maintaining our core values. This has been a dream of mine for many years - to put together a health-conscious fast-casual restaurant chain, building one piece at a time, based on all that I have learned over the past couple of decades."

Ghazi Hajj is recognized as a leader in the fast casual and quick service restaurant and franchising industry, well known for his expertise in many areas and impressive track record of delivering success and profitability to all organizations with whom he has been affiliated. His expertise and insight comes from years of having owned and operated many restaurants himself in multiple markets. Since December 2010, he has been Head of Operations, Design & Distributions for Salad Creations Corporate.

Previously, he served as Executive

Vice President of Operations with Cerney Investment/Quiznos Corp from 2009 to 2010. From 2001 to 2008 he was Regional Operations Director and Vice President of Franchise Support for Quiznos Corporation, and spent 2 years prior to Quiznos as a Vice President and consultant for

Chicken Kitchen USA. From 1984 to 1998 Hajj owned and operated 36 Little Caesars stores in southeastern Ohio and South Florida, and served as its Vice President of Midwest and Southeast Regions From 1989 to 1994, and V.P. of National Operations from 1994 to 1996.

Hajj was instrumental in the conceptualization and startup operations for the Company's two pilot store locations in South Florida.

"I am excited about the initial success of our first two stores," said Mr. Hajj. "From my experience, it's a good sign for us, so I am encouraged

and feel extremely fortunate to be a part of, hopefully, something big."

The company's former CEO, Raymond Dias, shall remain a director and transition into his new role as Chief Operating Officer, where he will oversee investor relations and all corporate operations.



## We've Got Great Taste Retail- Club Stores - Foodservice

ELORE ENTERPRISES has proudly been manufacturing, importing and distributing the finest Authentic Spanish Style Sausages (Chorizos) since 1988.

Our brand Chorizos Quijote has developed a reputation for value and quality within the trade and among consumers. We are also the proud importer, distributor and wholesaler of Palacios Chorizos.

Domestic manufacturing and distribution originates from a state-of-the-art headquarters and production facility located in Miami,

Florida. This USDA-approved facility follows the same process and uses the same ingredients as Palacios Alimentacion in Spain which assures Chorizos Quijote to be the best product in the market.

Today, you will find our products being distributed nationwide as well as, Mexico, Central America and the Caribbean along with the finest restaurants and hotels.

Our experience, know how and successful business track record can mean sales and profits for you!



The Rush  
to Your  
Store is On!  
Order the  
Full Line  
Today!

### ■ Reports Says - Meal Traditions Drive U.S. Hispanics Protein Choices

While U.S. Hispanics and non-Hispanics consume foods high in protein, Hispanics consume chicken, legumes, eggs, and fish/seafood more frequently than non-Hispanics, finds The NPD Group, a leading global information company. From a trend perspective, these foods have maintained a similar level of importance among Hispanics compared to five years ago, except for legumes that have declined somewhat, according to NPD's NET (National Eating Trends) Hispanic research. Among both English- and Spanish-dominant U.S. Hispanics, tradition and heritage are among the factors that drive meal time choices including sources of protein, finds NPD.

Foods and beverages served in U.S. Hispanic households are the result of centuries of family tradition and national cuisine carried from origins in Spain, Mexico, Puerto Rico, Cuba, and other Spanish-speaking countries in the Caribbean and Central/Latin/South America. Chicken (pollo) and beans (frijoles) are proteins that U.S. Hispanics say are among the top foods that most reflect their Hispanic heritage, finds NPD's NET Hispanic research. Chicken is the top main dish food included in U.S. Hispanics' in-home dinner meals and is included in more afternoon meals compared to those of non-Hispanics.

Although U.S. Hispanics have unique preferences in protein, they do consume beef and yogurt at a similar rate as non-Hispanics. Compared to five years ago, beef consumption has declined in importance among Hispanics while yogurt has grown. Protein foods that Hispanics consume less frequently than non-Hispanics include cheese, nuts/seeds, peanut butter and turkey, reports NPD.



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# Food & Beverage Executives & Disability Insurance: The 60% Myth



By GARY F. TERRY

**W**hen discussing disability insurance, particularly as it refers to highly-compensated employees and professionals, there appears to be a distinct lack of understanding of the mechanics of disability income insurance coverage. Whether it's an office worker or an executive, almost everyone says, "I didn't realize that."

Food & Beverage executives, business owners, and others firmly believe that they are adequately protected and that their company's disability income plan provides them with 60% coverage. In other words, they are firmly convinced that should they become disabled, they will receive 60% of their annual compensation. That is the perception they hold. Unfortunately, in the world of disability benefits for highly-compensated individuals, perception is definitely not reality.

Recently I met with the head of the human resources department of a large beverage company, and soon the conversation turned to a discussion about their disability insurance coverage. "So," I asked, "how much disability insurance does the corporation provide for its employees?" She replied, "We offer 60% income replacement to a maximum of \$15,000 per month of benefit so our employees earning up to \$300,000 are fully protected."

I thought about her response for a moment, and then asked, "So, if I earn \$200,000 of base salary and \$100,000 in bonuses for a combined total of \$300,000, I would be protected at 60%. Correct?"

She thought about my question and answered, "No, actually, only base salary is covered under our Group Disability Plan."

Her response just further solidified what I've discovered after talking with a number of food & beverage companies. This is the disturbing fact that for many companies: Group Disability Coverage usually only provides 60% of base salary, with no protection for bonus income. In reality, an employee has significantly less coverage than they think because they are receiving

only 60% of their base salary, not their total income (including bonuses).

This is a major problem because the structure of most employee compensation has changed dramatically over the past 15 years. It used to be that base salary was the main driver and then just a few members of senior management could receive large bonuses. Now base pay has been reduced and it's not unusual to see a large number of employees receiving 30% to 40% of their total compensation as bonus income and management frequently more than 50%.

The problem is that most food and beverage companies Group Long Term Disability (GLTD) plans only protect 60% of base salary, leaving all bonus income exposed to financial loss in the event of a disability.

Let's look at a hypothetical example. The VP of a company makes \$300,000 per year, which includes a base salary of \$200,000 and a bonus of \$100,000. He is suddenly hospitalized for complications from MS and he goes out on long term disability. It's his belief that his monthly disability income will be \$15,000 per month (\$300,000 x 60% divided by 12 months). Think of his surprise when a monthly check shows up in the amount of \$10,000 (\$200,000 x 60% divided by 12).

In this case, the key question that employees need to get answered is: "Sixty percent of what?"

Is it 60% of base salary?

Is it 60% of base salary, plus the annual bonus?

Is it 60% of base salary, plus annual bonus and long-term bonus?

Are the benefits taxable or tax free?

What is the monthly benefit cap - \$10,000, \$15,000

There are many different ways benefits are calculated so this can be complex and confusing. Some employees are covered at 60% of compensation while others are actually covered for as little as 20% to 30% of their net take-home pay after taxes.

Example: A beverage company's VP earns \$200,000 base salary and a \$100,000 bonus (\$25,000 gross monthly income). The Group Benefit provides 60% base salary only, to a maximum \$10,000 of monthly benefit. This means only 40% of his income is protected. The IDI will provide \$5,000 of additional coverage to adequately protect 60% of total compensation.

Let's look at another scenario. Bob is a CFO at a beverage

company, earning a \$275,000 annual salary and \$100,000 bonus, and suffers a stroke. The company's group plan provides 60% of annual salary and the benefit is taxable. His original pre-disability, after taxes take home pay was \$20,313 per month or \$243,756 (\$275,000 + \$100,000 minus 35% tax). Now his disability after tax benefit is \$8,938 (\$275,000 x .60 ÷ 12 = \$13,750 minus 35% tax) or \$107,256 annually. Bob must now live on 44% of his pre-disability take home pay.

Fortunately, there are supplemental disability insurance products available to solve the problem, and they can either be firm paid or voluntary. These policies are known in the insurance industry as Individual Disability Insurance or IDI. They are designed to provide very comprehensive benefits in the event of partial or total disability with monthly income and own occupation protection to age 65.

When a food & beverage company offers this program, there are some major advantages; the policies can be guaranteed issue with no medical underwriting required and rate discounts can be up to 30%. This is available for both company-paid and voluntary options. Otherwise, if an individual tries to purchase this coverage on their own, it is subject to full medical underwriting and frequently gets a rate surcharge, benefit exclusions or out-right declined.

Supplemental Disability Income protection has a strong appeal today, particularly with the unpredictability of the economy that results in employment uncertainty.

Employers should review their disability programs to determine how best to solve the problem and they should be educated in the limitations of their current disability programs, as well as the supplemental products and strategies available to fill the gaps in coverage.

GARY F. TERRY is executive vice president and managing director of The Westport Group and has more than 30 years of corporate planning expertise associated with executive benefits. He is one of the developers of the Executive Income Assurance Plan<sup>SM</sup> (Registered and approved with the United States Patent Office), a proprietary disability income plan designed in conjunction with Lloyd's of London to protect highly compensated executives, both domestic and foreign.

## Go Against the Tide to Move Forward in Sales



By JOHN GRAHAM

**S**alespeople are often known for their "can do" attitude when it comes to getting an order. They don't let anything get in their way. Yet, the road to closing sales is getting

rougher, with more obstacles, hairpin turns and fewer straightaways. Customers are more discerning, demanding and cautious. They expect guarantees, free enhancements, incredible support and, of course, a "white knuckles" price and beyond. They're not satisfied with reducing risk; they want to eliminate it.

All this drives salespeople to search for more inventive ways to get the job done — everything from finding appropriate prospects to nailing down appointments to getting the order.

Because selling is a tough job (in spite of what some may think), it's often necessary to go against the tide in order to move forward — to do things differently to close sales. Here are some thoughts about how to go about it:

**1. Forget about getting the order.** Sounds harsh, almost subversive. But it may not be so crazy when you consider that closing rates are painfully low. And if that isn't enough, the toughest lesson salespeople must learn if they want to survive is coping with constant rejection.

The real task is figuring out how to move past hearing "no," "not interested," "maybe" or "thanks, but we're all set." These are important comments because they almost always are heard when a salesperson's focused on making the sale.

If a customer gets the feeling that a salesperson's sole objective is getting the order, the

chances that it will happen drop to near zero. It's easy to forget that customers want to buy; they do not want to be sold — even if they need what a salesperson is selling.

**2. Skip "courting" customers.** Salespeople are known to make a serious effort at "building a relationship" with prospects. They do those things that build goodwill and establish friendships, all of which they hope will lead to getting the account or coming away with a contract. While such efforts may produce short-term results, enduring relationship building can require a lot more today.

Initial contacts with prospects are of crucial importance, far beyond just getting acquainted or establishing common ground. It's sizing up time, when first impressions become indelible. It's when prospects decide whether or not to work with a salesperson, which is why being perceived as a knowledgeable, competent, and committed professional is essential. So, don't derail the opportunity with distractions. This is the time to demonstrate your insights into the business including challenges and opportunities.

**3. Push "getting" out of your mind.** "Pay forward" is a core value of selling, although is mostly misunderstood. This has nothing to do with spending time and money "courting prospects" or "keeping customers happy" with tickets to sporting events, special excursions or even free dinners and the like.

It has to do with another type of "giving before you get." Specifically, it's about "funding an account" with your demonstrated value before prospects become customers. How to do it? Just begin by asking for an opportunity to demonstrate your value. Whether it's a problem to solve, researching an issue, finding a needed resource, or offering insight from your experi-

ence, consider it a "mini-internship," if you like.

Instead of talking about the value you bring to a prospect, demonstrate it. If you're too busy to pay forward, then you may be too busy to get the account.

**4. Make differentiating yourself a top priority.** Many salespeople claim they don't worry about the competition. Well, perhaps. Or, maybe they're just "whistlin' Dixie." While your company may work at differentiating itself from the competition, it's equally important for salespeople to do it, too.

Start by analyzing the way other salespeople who serve your prospects and customers do their job. Get acquainted with what they do, how they perform and how they interact with your prospect. Develop an understanding of their modus operandi.

The goal is not to replicate what others in sales do. It's to identify what you might do better that will set you apart. What will make you stand out? What will get the customer's attention? What are your competitors' salespeople missing?

With this information, you can fashion a sales role that surpasses the competition.

**5. Anticipate customer needs to grow your sales.** There are two negative behaviors that ill-serve salespeople: First, can be called the "when I get ready syndrome." Customers hear from them when they want an order or the sales manager instructs everyone to get on the phones for two hours on Thursday. Both quickly become clearly transparent to customers.

These same customers learn to rely and trust those sales reps who take the time to create a "needs profile" so they can be in touch at the right time. They listen carefully and pick up on upcoming projects, new business opportunities, organizational changes, and problems that will, at some point, need attention.

The objective is to know when a customer faces a specific issue and to make contact at that moment. This is when a customer feels that a salesperson is an alter ego, a person who knows what a client is thinking.

It's this level of attention and responsiveness that builds client trust and results in additional sales.

**6. Educate customers to build trust.** Even though it may seem futile today, there are salespeople who persist in acting as "information gatekeepers," attempting to control customers by managing the information they give them. In answering a customer question, they're "selective" in the answers they give them.

Ironically, it's just the opposite that builds trust with customers. Confidence in a salesperson comes from making sure customers have accurate and reliable information, even when it may not reflect favorably on what a salesperson is selling. "Frankly, I don't have exactly what you need, but these people do," as she handed her customer the contact information.

Highly effective salespeople want to be regarded as reliable, forthright and competent resources. When they ask questions, their customers know they will receive straight, reliable answers.

Going against the tide isn't really an ethical issue. It's quite practical. What's in the best interest of customers is good for salespeople, too. More satisfied customers and increased sales.

JOHN GRAHAM of GrahamComm is a marketing and sales consultant and business writer. He publishes a free monthly eBulletin, "No Nonsense Marketing & Sales." Contact him at johnr31@me.com, 617-774-9759 or johngraham.com.



# Best Tasting Coconut Water on the Market!

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Take a sip of JCS Reggae Country Style Jelly Coconut Juice and enjoy a cool, refreshing taste of paradise. It is a great way to quench the thirst instead of the usual carbonated soda pop.

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Unlike most other brands of coconut juice, ours is unique because it is not overly sweetened. Instead, we use natural cane juice to allow the flavor of the coconut to dominate the taste buds with each sip.

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# Newest Mariano's Debuts in Elmhurst

■ **NEW CHICAGOLAND SUPERSTORE** - With its new location in Elmhurst, IL., Mariano's continues to rapidly expand. The banner now has eleven locations in and around Chicago. This store opened June 25<sup>th</sup> at 678 North York Street. It is the first Mariano's in DuPage. (All photos by Sarah Bird, unless otherwise noted)



Continues Rapid Expansion in Illinois with Eleventh Store in Chicagoland Area

A **TODAY'S GROCER** Special Report

**R**oundy's Supermarkets, Inc., opened the eleventh Mariano's location at 678 N. York Street on Tuesday, June 25. This new location, the first in DuPage County, now serves Elmhurst and neighboring communities. The store has created approximately 475 full and part-time jobs.

"At Mariano's, it's very important to us to become an integral part of each community we join," said Roundy's Chairman and CEO, Bob Mariano. "We are able to do that by creating a truly unique shopping environment where the customer's well-being is first priority. Part of executing that experience is offering high-quality job opportunities to attract the best team."

In addition to contributing to the community's economic development, Mariano's offers Elmhurst customers an impressive selec-



■ **RIBBON CUTTING** - Chairman and CEO of Roundy's Supermarkets Bob Mariano (center) cuts the ribbon at Mariano's newest location in Elmhurst, IL., with Mayor Steve Morley, far left; Mariano's Elmhurst store director Leonel Juarez, near left; and Peter "Pete" DiCiccianni, DuPage County Board Member and former mayor of Elmhurst. (Photo: Millicent Wong Photography)

tion of gourmet foods — including a robust produce selection with more than 250 organic options and superior prepared offerings from the bakery and deli. Household staples will also be available to allow for one-stop shopping.

Apart from traditional grocery offerings, the Elmhurst location is exclusively home to "In the Kitchen with Mariano's," an intimate in-store culinary center specifically designed for cooking demonstrations and educational events. Customers

can expect an array of tailored programming on healthy eating, seasonal recipe ideas and other topics given by guest speakers and Mariano's own experts.

Familiar Mariano's amenities can also be expected. For example, Squeeze'd, Mariano's own smoothie bar, features a variety of fruit and vegetable smoothies freshly made-to-order, while authentic Italian coffee and homemade gelato can be found at the *Vero* cafe. Other dine-in or take-out options are available at the *OK! Sushi* bar and soup and salad bars.

For customers looking to complement their meal, Mariano's walk-in beer cooler includes both regional and global selections, and the Luxury Wine Wall houses 1,000 wines with personal picks from Mariano's

wine expert.

In celebration of Mariano's Elmhurst, the store recognized the Elmhurst District 205 Foundation and Immaculate Conception Catholic Church Food Pantry with a donation. The store celebrated its opening with a number of samplings, many from local vendors, and an appearance by Chef Tony Baker of Ocean Mist.

Other Mariano's locations in the city of Chicago include: West Loop, Roscoe Village, Jefferson Park and Lakeshore East. In the suburbs, Mariano's is located in Arlington Heights, Frankfort, Harwood Heights, Hoffman Estates, Palatine and Vernon Hills.

Mariano's Elmhurst store is open seven days a week from 6 a.m. to 10 p.m.



■ **MARIANO'S** world-famous bakery includes a mouth-watering assortment of artisan breads, pastries, cakes, donuts and rolls baked in-store, along with ethnic treats such as kolaczky and biscotti.



■ The new store features delicious prepared foods for any meal including made-to-order sandwiches.



■ **CHEF JOSEPH O'CONNOR** (right) develops prepared food offerings to provide busy customers with high-quality meal options, including fresh pizzas baked on-site in a traditional stone-hearth oven.



■ THE INTERNATIONAL AISLE features tastes from around the world. Ethnic offerings are customized to fit each community and give customers more options.



■ FARM FRESH PRODUCE - The extensive offerings of fresh produce at Mariano's include the best selections of the season. During the summer, that includes these fresh Georgia peaches, displayed near the front entrance.



■ SQUEEZ'D - Mariano's own smoothie bar, features a variety of fruit and vegetable smoothies freshly made to order.



■ MARIANO'S LUXURY WINE WALL houses 1,000 wines with personal picks from a Mariano's wine expert.



■ MARIANO'S ELMHURST is exclusively home to "In the Kitchen with Mariano's," an intimate in-store culinary center.



■ The meat department at Mariano's features Prime, Black Angus Choice, and natural and grass-fed beef offerings.



■ MARIANO'S offers its customers an impressive assortment of gourmet foods - including a robust produce selection with more than 250 organic options.



■ Mariano's floral department offers more than 40 varieties of cut flower bunches and stem flowers all year long.

# 12 On the Promotional front

## ■ "Take A Bite Out of Hunger" Campaign

### A&P Delivers 46,200 lbs. of Fresh Apples to Food Banks

The Great Atlantic and Pacific Tea, Co. recently made a donation of 46,200 pounds of apples to the Community FoodBank of New Jersey to help feed the hungry in the local community. This donation is the culmination of A&P's participation in the Take a Bite Out of Hunger™ Program sponsored by First Fruits Marketing of Washington.

First Fruits Marketing of Washington created The Take a Bite out of Hunger campaign to help feed the underserved while bringing attention to the problem of food insecurity in the United States. This is the third year they have partnered with local retailers such as A&P to make donations to local food banks around the United States.

"Take a Bite Out of Hunger is a great way to provide fresh produce to our food bank," said Eric Beelitz, director of produce at A&P. "This program provides tangible help to those in need, and providing the donation in the area where we work and live helps support our community."

Hunger isn't just about being hungry. It's about food insecurity, or not having regular access to safe, affordable and nutritious foods. In 2010, 15 percent of all U.S. households were food-insecure. Of those, 33 percent were children, 96 percent reported that the food they bought just did not last and they did not have money to get more, and 94% reported



■ A&P forklift operator loads apples onto a truck for delivery to the Community Foodbank of New Jersey.



■ Part of the A&P donation of 46,200 lbs. of apples to the Community Foodbank of New Jersey to help feed the hungry.

that they could not afford to eat balanced meals.

This year seven retailers have joined the Take A Bite Out of Hunger effort, with 250,000 pounds of apples accrued for donation to local food banks throughout the United States.

"This program is one of our

favorites," remarked Dennis Jackson, category manager of FirstFruits of Washington. "We enjoy helping our retail partners like A&P make these donations and have received great feedback from the food banks which are always appreciative of receiving fresh and healthy produce."

## Kid Cudi Takes Over Beck's Beer Bottle

Beck's Beer, a longtime friend of the arts, has unveiled the six original pieces of artwork that will comprise the 2013 Beck's Art Labels project.

Each year, Beck's selects six artists, from different disciplines, to design original creative work to live on Beck's beer labels. Dedicated to supporting up-and-coming artistic talent, Beck's will display these designs on 13.2 million labels, amounting to 5.16 million square feet of canvas - more than eight times the square footage of the Museum of Modern Art in New York - for a summer-long art exhibit.

The 2013 Beck's Art Labels lineup includes: Actor and musician Kid Cudi; Fashion designer and entrepreneur Marc Ecko; Artist and musician Willis Earl Beal; Multi-medium artists The Date Farmers; Interactive digital duo TM Sisters; and Photographer William Hundley.

"Beck's is known for its distinctive flavor and exacting brewing standards, and we have equally



■ KID CUDI Takes Over Beck's Beer Bottle.

high standards for the artists we work with," said Adam Oakley, vice president of import, craft and specialty brands, Anheuser-Busch. "For 25 years, we've supported artists who make their own way in the world and who stand apart from the crowd. This year, we've partnered with six artists that truly 'live beyond labels.'"

"It's especially engaging when art is unexpected - when it finds you when you're not looking for it," said Kid Cudi, Grammy-Award winning musician. "I want beer drinkers to pick up my bottle of Beck's and be surprised. I want them to think, explore and express themselves with their own art."

Over the 25 year history of the Beck's Art Labels program, more than 70 independent art labels have been created on more than 500 million bottles. Notable participants have included

Andy Warhol, Jeff Koons, Damien Hirst and Yoko Ono.

In addition to Warhol, Koons, Hirst and Ono, Bruce McLean, Tracey Emin and Richard Long designs have adorned the green Beck's bottle. In 2012, rapper M.I.A. headlined the first Beck's Art Labels program in the U.S., alongside Geoff McFetridge.

"One reason so many artists are drawn to the program is its sheer scale," said Oakley. "We've opened up the largest stage for artists in the world."

In 2013, Beck's Art Labels designs are replicated on 13.2 million bottles in total. The label on a 12-oz bottle of Beck's, multiplied by 13.2 million, creates an immense artistic canvas, some 5.16 million square feet in total. It equates to nearly 95 acres of canvas, spanning more than 70 football fields.



■ 2013 BECK'S ART LABEL BOTTLES.

## Carl Buddig & Co. and Old Wisconsin Hit the Road

With Family Road Trip Promotion

Carl Buddig & Co. and Old Wisconsin have kicked off a Family Road Trip promotion offering consumers a chance to win a \$25,000 Grand Prize. The promotion runs July 2 through September 30, 2013.

The Family Road Trip will feature a variety of other prizes, including \$10,000 in weekly instant-win prizes, coupons and more. Along with on-pack messaging on select varieties of Buddig Original, Deli Cuts and Old Wisconsin Snack Bites

and Snack Sticks products, the promotion will be supported with digital advertising, social media engagement and a biweekly email campaign to members of the Buddig Lunch Club and the Old Wisconsin Smokehouse.

To enter the Family Road Trip, consumers collect game badges by entering codes from specially marked packages of Buddig and Old Wisconsin products, as well as finding digital badges available online. Collecting badges on the giveaway microsite helps them make progress on their road trip map; each completed map is worth an entry for a \$25,000 Grand Prize drawing.

"This new summer promotion builds upon the success of our past brand co-marketing efforts and adds another level of digital engagement and fun with the Family Road Trip," said Tom Buddig, Executive Vice President Marketing for Carl Buddig & Co. "We expect this promotion to kick retail sales into high gear as consumers seeking summer fun both on-the-road and on-line play for a chance to win."



## Lovin' Scoopful Selects Safeway's Lucerne Foods as Exclusive Producer of Its Ice Cream

Lovin' Scoopful, a premium ice cream company founded by Maria Shriver, Tim Shriver and partners, to benefit Special Olympics and other nonprofits that help empower the human spirit, has announced its product production and development agreement with Lucerne Foods, a wholly owned subsidiary of long-time Special Olympics supporter, Safeway Inc.

"It's an exciting time for our company," said Dan Samson, co-founder of Lovin' Scoopful. "By consolidating our manufacturing processes with Lucerne Foods, we're

able to provide more consistent Lovin' Scoopful products across the country."

With its production and manufacturing relationship with Lucerne Foods, all Lovin' Scoopful ice cream products will feature tamper-proof bands, creating branding and package consistency in all distribution across the country. In addition, Lovin' Scoopful will have the opportunity to work with Lucerne Foods on new product and flavor development in the future.

"Lovin' Scoopful is a great brand with a wonderful purpose," said Ken Gott, vice president and general manager of Lucerne Foods, Inc. "Their dedication to creating great products makes them a natural fit for Lucerne Foods and Safeway. We're excited to help them grow."

The new collaboration complements Safeway's decades-long relationship with Special Olympics. Special Olympics is one of the major beneficiaries of the company's annual Support for People with Disabilities fundraiser, which raises millions of dollars each year to help people with physical and developmental disabilities live healthier, fuller lives. In addition, individual divisions and countless stores have raised money for their local Special Olympics chapter and Special Olympics athletes over the years.

Launched in 2008, Lovin' Scoopful's mission is to create as many smiles as possible. Empowering the human spirit and satisfying taste buds, the company donates 25 percent of its post-tax profits (\$50,000 minimum annually) to Special Olympics.

Made with an all-natural base, non-rBST cow's milk and cream, all Lovin' Scoopful gourmet light ice cream flavors contain half the fat and a third fewer calories than other premium brands, providing a healthier alternative while maintaining a super-premium taste.



■ All 14 flavors of Lovin' Scoopful ice cream come in 1.75 quart containers and retail for \$3.99 to \$4.99 around the country.



■ Sarah Daris, Operation Homefront; Kyle Petty, co-founder Victory Junction; Cydney Mowery, mother of Jarrett Correll; Joel Correll, Jarrett's father and veteran Marine; Jarrett Correll, Victory Junction camper; Aric Almirola, driver of the No. 43 Eckrich Ford; and "The King" Richard Petty, NASCAR Hall of Famer and co-owner, Richard Petty Motorsports.

## Military Veteran Father and Son Receive Father's Day Surprise

Joel Correll, a United States Marine Corps veteran, and his 15-year son, Jarrett, who lives with cystic fibrosis, received a Father's Day surprise of a lifetime at Michigan International Speedway. Joel and Jarrett Correll, along with Jarrett's mother, were on a VIP tour of the track - or at least that's what they thought - when Aric Almirola, "The King" Richard Petty and representatives from Operation Homefront and Victory Junction surprised the family with an experience they will not soon forget.

As part of the "tour," the family was brought to the facility's media center to listen to a press conference involving Almirola and NASCAR Hall of Famer, Petty. In the middle of the press conference, Almirola called the family to the front. The driver of the famed No. 43 announced that Eckrich, part of the John Morrell Food Group, a subsidiary of Smithfield Foods, would be providing Jarrett with a week at Victory Junction, a camp founded by the Petty family that hosts children with chronic medical conditions or serious illnesses.

But, the surprises weren't over yet. "The King" then offered Joel and his son Eckrich crew uniforms and asked them to be a part of the race team on Sunday as special guests of the team, Eckrich and Operation Homefront. Petty and Almirola also informed Joel and Jarrett that they would have their names on the No. 43 Eckrich Ford on Sunday to honor them and help celebrate Father's Day.

This Father's Day surprise was a part of "Operation Inspiration," a campaign launched by Eckrich and Operation Homefront earlier this year to help honor, thank and support the military families who inspire their fellow Americans.

"This is a big surprise for us, something we didn't expect," said Jarrett after the surprise. "I love going to camp, it's a place where I can feel like myself. I never expected anyone to honor us like this, but it's pretty cool. This will be a great Father's Day."

"I was just nervous to be called up front," quipped father Joel. "But, it means a lot to military families to be thought of. Not just our family, but of the families that have come before us and the ones serving now. It's not something you expect, but it's something we won't forget."

"Today's surprise was pretty special to be a part of," said Almirola. "To be able to give back to not just our military members, but to their family members as well is an honor. Victory Junction is a fantastic facility and one that my wife (Janice) and I have spent many days giving our time helping out at. I know Jarrett will have a blast and it's great that some of the financial commitments that can be associated with camp will be provided for his family."

Eckrich is providing additional assistance to military families by donating up to \$250,000 to Operation Homefront this year through the contribution of five cents from the purchase of specially-marked packages from May 1 through July 4.

"When we first heard about Victory Junction through the Petty family, we knew we wanted to help send a child from a military family there," said Chuck Gitkin, vice president, marketing, innovation and R&D for the John Morrell Food Group. "The camp has touched so many lives and inspired us, just like Joel, Jarrett and his mother have. We're honored to give them this Father's Day experience because it's well deserved for all of their sacrifice."

## ■ "Jonesin' for a Fiat 500e"

### Jones Soda and the Fiat Announce Photo Contest

Jones Soda Co., a leading beverage company known for its customer-designed packaging, and the Fiat Brand recently announced their "Jonesin' for a Fiat 500e" summer photo contest. The contest is part of a larger integrated marketing campaign for Jones Soda and the Fiat Brand to celebrate the companies' new products, Natural Jones Soda and the automobile company's all-new, all-electric Fiat 500e, which are both currently launching exclusively in California.

Between now and October 31, contestants who submit photos of any Fiat 500 model will have a chance to win either a weekly prize or the Grand Prize. Weekly winners will be awarded a Prize Pack of Jones Soda and Fiat Brand merchandise. At the conclusion of the contest, a Grand Prize winner will receive a brand new 2013 Fiat 500 (a 500e if a California resident), surf lessons with Jones-sponsored professional surfer Brianna Cope, and have the winning photo featured on a run of Natural Jones Soda in 2014. Contestants in the U.S. and Canada can enter to win by submitting their qualifying photos using the hashtag #JonesinforaFiat500e through Jones Soda Co.'s official Website, Instagram, Twitter and Facebook pages. Submissions will be judged based on the quality and creativity of the photos.

"We recognized that our brand DNA is similar to that of the Fiat Brand: unique, independent, fun and colorful. Both companies are launching healthier versions of our iconic, regular products in the California market, which are Natural Jones Soda and Fiat's all-electric vehicle, the Fiat 500e," said Jennifer Cue, CEO, Jones Soda. "This is a fun way for us to connect with our fan base and do what Jones Soda does best, connect with our consumers through photography."

"The sense of excitement that surrounds the launch of the all-new Fiat 500e in California this summer creates a perfect opportunity for us to partner with like-minded brands such as Jones Soda," said Jason Stoicewich, Head of Fiat Brand North America. "Through fun social media activities, we will capture customer's attention and one lucky winner will be able to bring home the zero emission Fiat 500e."



## ■ National Jerky Day



■ JERKY GOES TO HOLLYWOOD - Starry-eyed snackers in Los Angeles received free samples of Jack Link's Beef Jerky at the iconic Hollywood & Highland Center, and captured rare sightings of the elusive Sasquatch, known from the wildly popular Jack Link's *Messin' with Sasquatch* commercials. Sasquatch and the "Jack Link's Wild Side" truck, armed with 20,000 samples, appeared at the center of the famous landmark located on Hollywood Boulevard throughout the day. Just down the street at El Capitan Entertainment Center, Jack Link's Beef Jerky made a comedic debut on ABC's "Jimmy Kimmel Live!" The segment aired June 12, as part of National Jerky Day.

## Jack Link's Beef Jerky Delivers "Snack and Awe" to Celebrate the "Ultimate Holiday"

To commemorate National Jerky Day — celebrated annually on June 12, Jack Link's Beef Jerky played Mother Nature. More than 1,000 bags of jerky showered the Great Plains of Nebraska and more than 33,000 bags of jerky were given away to fans and charities across the country.

National Jerky Day is the ultimate holiday to celebrate America's love for snacking and the unadulterated desire Americans have to "Feed Their Wild Side." On this occasion, Jack Link's undertook a mission to bring jerky to deserving snackers across the country — with the company's single largest "gifting" of jerky for one holiday.

"We are never short on great ideas, and this one quickly rose to the top," said Kevin Papacek, director of marketing, Jack Link's Beef Jerky. "Operation Sky Meat — a mission to literally drop a massive amount of jerky from the sky — to applaud the unconventional, the unexpected and the untamed spirit of the brand was the first of many ways we celebrated



National Jerky Day 2013.

While the center of the country experienced a surprise "jerky shower," Americans from the East Coast, to the northwoods of Wisconsin, to the cinematic Hollywood Hills also found creative ways to celebrate the historic National Jerky Day holiday.

Jack Link's provided about 3,000 bags of jerky to philanthropic organizations throughout the country during the month of June to honor National Jerky Day.

Organizations benefiting from this protein-packed contribution included the American Red Cross relief efforts in Oklahoma City as well as YMCA summer programs in Atlanta, Detroit, Kansas City, Mo., Mankato, MN., Milwaukee, Pittsburgh and Seattle. This is above and beyond the annual charitable contributions by the company. In 2012, Jack Link's donated more than 21,000 pounds of food to food banks nationwide, and much more.

## ■ Kontos Foods Enlists

### Culinary Expert Angie Shaghghi for Recipe Development

Kontos Foods, Inc., has named Angie Shaghghi, a culinary expert and familiar face on celebrity cooking shows, for recipe development and social media. As Kontos Foods seeks to expand its line of French-Style Traditional and Savory Crepes and other baked goods into retail stores, Shaghghi will help to educate consumers on how Kontos products can be used as an inspiration for nutritious family meals, casual or formal entertaining and healthy snacking.

"Like Kontos, Angie Shaghghi has a deep passion for creating delicious meals that promote good health, wellness and enjoyment of life and eating. She is emerging as an energetic, creative celebrity cook who combines delicious culinary ideas with practical ways to eat better and healthier," said Steve Kontos, vice president of Kontos Foods. "Additionally, Angie hails from Tarpon Springs, Fl., a Gulf Coast community rich in fresh foods, and, interestingly, Greek culture. We are delighted to have forged a relationship with her."

Shaghghi will work closely with Kontos'



■ ANGIE SHAGHGI

Executive Chef Demetrios to develop and communicate delicious, easy-to-prepare meals with flair. Retailers and consumers will start seeing Angie soon, in Kontos Foods' digital and social media outlets in particular, sharing her ideas via video, postings and interviews.

Shaghghi is the owner and founder of New Jersey-based Creative Cooks!, which provides cooking programs for all ages. A mother of three, she also dedicates herself and her cooking skills to philanthropic causes such as Habitat for Humanity and Share Our Strength's 'No Kid Hungry' program.

Warren Stoll, Kontos Foods' marketing director, said the company's motivation for partnering with Shaghghi is to create a deeper sense of engagement with its target audience. "When I saw Angie on Rachel Ray's 'Hey Can You Cook' and on the Food Network's 'Chopped,' I knew that her enthusiasm, creativity and enjoyment of all types of food would make her an ideal social media evangelist for our brand, and help us further build a public profile for our products."

# 14 Frozen Food



## Bumble Bee Foods Debuts Bumble Bee SuperFresh Premium Fresh Frozen

Bumble Bee Foods has announced today the company's entry into the premium frozen seafood category with the introduction of Bumble Bee SuperFresh Premium Fresh Frozen.

Bumble Bee SuperFresh is a new line of premium fresh frozen seafood that is cleaned, cut and fresh frozen within hours, then chef prepared with high-quality, all-natural ingredients. High in protein, rich in flavor and gluten free, the six premium seafood items include: Spicy Shrimp Romesco, Lemon Shrimp with Garlic & Herbs, Salmon with Garden Pesto, Salmon with Garlicky Black Pepper & Extra Virgin Olive Oil, Tilapia with Lemon, Pepper & Herbs, Tilapia with Garlic & Extra Virgin Olive Oil.

Each premium fish fillet comes with its own baking parchment, a special uncoated parchment paper to seal in flavor and juices. The shrimp saute quickly on the stovetop with seasoning medallions. All Bumble Bee SuperFresh entrees go from freezer to table in 20 minutes or less.

"We know consumers aspire to live healthy lifestyles while constantly seeking delicious meals that are easy to prepare," said Chris Lischewski, president and CEO of Bumble Bee. "Bumble Bee SuperFresh fulfills an unmet need for great-tasting seafood with the nutritional benefits of fish, but without the fuss and fear of preparation and a long list of ingredients."

Bumble Bee SuperFresh Premium Fresh Frozen is flash frozen at below zero temperatures and vacuum packed for protection. The delicate flavor of seafood is enhanced only with high-quality, all-natural ingredients. Each product boasts a clean label, listing a few familiar and easy-to-pronounce ingredients. Seafood is sourced from aquaculture farms that have earned official certification from strict third party organizations such as Best Aquaculture Practices (BAP), Global GAP (GAP), or the Aquaculture Stewardship Council (ASC).

Bumble Bee SuperFresh Premium Fresh Frozen is initially available in the Northeast with planned national availability in the future. The suggested retail price (SRP) is recipe specific, ranging between \$8.99 and \$9.99.



## Thai Kitchen Enters Frozen Aisle with Authentic New Entrees

Looking for a convenient, no-hassle way to prepare your favorite Thai dishes at home? It's easier than ever with Thai Kitchen's new frozen entrees!

The first Thai offering in the frozen aisle, Thai Kitchen's line of authentic meals are ready in just five minutes, making it the perfect staple for a busy lifestyle. These easy-to-prepare entrees are made with high-quality ingredients including rice noodles, crisp vegetables, and sauces prepared with Thai-style herbs and spices, and are available in five flavorful varieties: Chicken Pad Thai, Chicken Green Curry, Chicken Red Curry, Vegetable Green Curry, and Vegetable Red Curry.

Merchandise them in the frozen aisle of your store. Suggested retail price is \$2.99.

## Never-Fried

### Dee Amore Simply Baked French Fries Debut

Dee Amore, the all-natural brand of Mr. Dee's, Inc., has launched Dee Amore Simply Baked-The never-fried French fries with less than 1 gram of fat per serving.

Retail bake-at-home fries are almost always fried during processing, and sometimes more than once. Restaurant fries are often fried three times. Dee Amore Simply Baked are 100% Pacific Northwest Russet potatoes, crinkle cut and baked to perfection with nothing but a sprinkle of sea salt-and never fried in the process. All natural with no preservatives, Dee Amore Simply Baked have just 0.5 grams of fat and 90 calories per serving-89% less fat and 25% fewer calories than the leading national brand of frozen fries.

"Our customers want healthier choices," says Pat Conway, the company's president and COO. "That usually means sacrificing indulgent foods, but we've found a way to keep this classic family favorite on the table where it belongs." While a few competitors have recently introduced similar products with a healthy fry claim, Conway says, "Many [of these products] are still being fried, and none of them are less than 2.5 grams of fat. Our product is truly unique."

All Dee Amore products are made with a simple list of all natural ingredients. A healthy indulgence for increasingly health-conscious shoppers, each product offers restaurant-style quality without restaurant-style guilt. The company's mission is to constantly challenge the status quo by creating innovative food products that are upscale, have a distinct point of difference and are made with healthy, simple ingredients.



### Front Porch, Carolina Churned Ice Cream, Launches Four New Flavors

One of the fastest growing ice cream pint brands in the U.S., Front Porch Carolina Churned Ice Cream, recently released four new flavors to their Southern-inspired ice cream line and began distribution in regional Kroger and Walmart retailers.

Front Porch's new flavors are County Fair Fried Apple Pie, Happily Pineapple Upside Down Cake, My-O-My Peanut Butter Pie and Wildly Wildberry Cheesecake. All four flavors are available pint-size in select grocer's freezers and at the authentic ice cream parlor located next to the original creamery in downtown Mooresville.

The pint-sized ice cream is also now available in the frozen section of two new retailers, Kroger and Walmart. This expands Front Porch's distribution from 1,500 BI-LO, Food City, Food Lion, Harris Teeter, Ingles, Lowes Foods and Piggly Wiggly stores in Alabama, Washington DC, Delaware, Florida, Georgia, Kentucky, Maryland, North Carolina, South Carolina, Tennessee and Virginia to now almost 2,000 retailers. The ice cream can now be found westward into Illinois, Indiana, Ohio and Virginia.

The new flavor, Happily Pineapple Upside Down Cake, available to the public was a recipe inspired by Carolyn Malone, a Johnson & Wales University alumna. Malone submitted her "Memaw's Pineapple Upside Down Cake" recipe in an exclusive contest Front Porch hosted with the university's Charlotte, NC campus in the spring of 2012.

"The experience of working with Front Porch to create Happily Pineapple Upside Down Cake was a dream come true," Malone said. "It's very exciting to see the pint I inspired on the grocery store shelf!"



### Fatburger Patties Launch at Walmart Stores

Fatburger, a 60-year old burger franchise known for its Hollywood roots, is launching its line of signature frozen beef patties in more than 3,100 Walmart stores.

"In 1952, when Lovie Yancey introduced the first Fatburger in Los Angeles, her goal was to create the biggest, juiciest hamburger anyone had ever seen, and we've been creating burgers that way for the last 60 years," said CEO of Fatburger, Andy Wiederhorn. "Launching at Walmart marks the first time our classic burgers will be available to families across America, bringing Fatburger to a whole new generation of customers as well as offering customers who grew up with the brand a new way to enjoy their favorite burger."

The one-third pound frozen burgers can be purchased in a six-pack box.

## Taste Nirvana Debuts



### Real Coconut Water with Thai Chili Extract

Helping people cool off this summer, Taste Nirvana will launch a delicious and zesty Real Coconut Water with Thai Chili Extract in June. Known for creating innovative beverages, Taste Nirvana adds this spicy new option to their esteemed line of all natural coconut waters.

Steering clear of the typical fruity and chocolaty produce, the Real Coconut Water with Thai Chili Extract is the first of its kind to have a real kick. Made with Thailand-originated chilies and young coconuts, this authentic, all-natural beverage is ultra-refreshing and flavorful with a hint

of spice. Offering re-hydration and relaxation with every sip, Taste Nirvana's Real Coconut Water with Thai Chili Extract will join the line of all-natural coconut waters awarded "Best Coconut Beverage" by Better Homes and Gardens.

"We are always seeking new ways to use our country's purest and finest ingredients to enhance the quality of our beverages," said Jack Wattanaporn, Founder of Taste Nirvana. "We think coco-lovers and first timers will love the Real Coconut Water with Thai Chili Extract, as it is a unique and flavorful blend that will leave them feeling satisfied."

Taste Nirvana's Real Coconut Water with Thai Chili Extract will be distributed in 9.5oz glass bottles for \$2.19.



### Indulgent Pu-erh Tea Collection from Numi Organic Tea

Pu-erh (*Poo-ai*) is an ancient healing tea picked from 500-year-old organic, wild tea trees in the mountains of Yunnan, China that are said to give forth "chi" or life energy. The first to offer a full range of these remarkable teas in the United States, Numi's Pu-erh Teas are prized for their health benefits as much as for their rich and delicious flavors.

Now, Numi has created the Indulgent Pu-erh Tea Collection (SRP: \$19.99-24.99). A handsome, sustainable bamboo box holds a premium sampling of Numi's innovative, artisanal and delicious organic pu-erh teas—the perfect introduction to this innovative line. A unique gift for the discerning and adventurous tea lover, the Indulgent Pu-erh Tea Collection includes four bags of each of the popular Numi Pu-erh flavors: Emperor's Pu-erh, Chocolate Pu-erh, Cardamom Pu-erh, Ginger Pu-erh, Jasmine Pu-erh and Basil-Mint.

Unlike traditional teas that are oxidized for an 8-hour period, pu-erh tea leaves are piled, dampened and turned in a unique 60-day fermentation process. This results in pu-erh's distinctive flavor and legendary health benefits, cited by television's Dr. Oz in a recent program. Called the "skinny tea" in Taiwan, pu-erh contains more antioxidants than most green teas.

Numi sources its pu-erh teas from a 500 year old tea garden planted with trees that have developed intricate root systems reaching far down into the earth. Unlike other tea trees that are frequently replanted, pu-erh's ancient trees have deep root systems that make them naturally drought resistant and sustainable without need for irrigation. The trees are harvested by local villagers who carefully pick the leaves to ensure that they will continue to grow for generations to come. A picture of sustainability, the pu-erh tea trees, village and nature all harmoniously live together for mutual benefit.



### When Life Gives You Lemons Make Limonitz

The challenge in finding a good lemonade often ends with settling for one that's either too sweet, too sour, or completely artificial in taste. Introducing a new beverage on the market, Limonitz, an organic sparkling mint lemonade, originally a special family recipe. The key to tasty lemonade is keeping it simple and by only using water, lemon juice, organic cane sugar and natural mint, Limonitz does just that. Being a lightly carbonated beverage Limonitz gets its freshness from staying clear of food coloring and preservatives, keeping it simple.

One of the drink's greatest strengths is that Limonitz is an exquisite natural cocktail mixer. Mixing it up perfectly with tequila, gin or vodka, Limonitz is the drink of choice in your Margaritas or Mojitos. Being a new favorite for mixologists across the country and picking up particular favor on the West Coast, Limonitz has found a home on store shelves and in the barman's hand.

Some additional exciting news is the imminent arrival of two refreshing new flavors, Strawberry Lemonade and Ginger Lime this summer. Limonitz is on-route to becoming the beverage of choice for many Americans. Whether it be kids wanting a delicious and organic alternative to sodas or adults looking for the perfect mixer to end the day.



### Oogave Organic Soda Launches All Natural Diet Line, LOCA

Denver-based organic soda company, Oogave, has begun distribution of its new all-natural diet soda line, called LOCA, through Fresh Market stores and Whole Foods Northern California. The company also continues to expand the distribution of its original Oogave soda line through Super Target stores nationwide.

The bottled line of Oogave sodas is sweetened with agave nectar and contains 100 calories per 12 oz bottle. To get the calorie count down to a waistline-friendly 10 calories, LOCA is sweetened with a proprietary blend of agave nectar and stevia. The LOCA line is available in the company's popular flavors of Cola, Root Beer and Ginger Ale, and is packaged in 6 packs of 12 oz cans.

Oogave's President, Gannon Merrell, is confident that LOCA will win consumer taste tests against other brands using stevia in the canned, natural diet soda category. Merrell says, "It's crazy good! Seriously, though, consumers have clearly shown their significant appetite for all natural diet sodas in cans. We felt there was a void in that market for good-tasting options. That led us to create LOCA and we are very excited to share our new line with existing Oogave drinkers as well as those who are new to the brand."

The main line of Oogave Organic soda, available in bottles, is now being sold in Super Targets nationwide. The retailer selected Oogave to fulfill its desire to offer more natural options to its consumers in the "Grab and Go" section of the store. Oogave bottles are now sporting a brighter, easier-to-see label for cold case locations.



### Hood Debuts Latte Iced Coffee Drinks

Hood Dairy Company has announced the introduction of Hood Latte Iced Coffee Drinks. The products are available in half gallon containers in four flavors – Mocha, Mocha Light, Vanilla Latte and Caramel Macchiato – and are available at retailers across New England.

Hood has been the local, trusted dairy synonymous with fresh, great tasting, quality dairy products for more than 160 years and is known for their innovative products. The Latte Iced Coffee Drinks feature smooth coffee, coffeehouse flavors and the superior freshness and quality of Hood Milk. Consumers can now simply pour their favorite flavor over ice for a perfect iced latte from the convenience of home.

"Hood is always looking to provide consumers with great tasting products that incorporate the superior freshness and quality of Hood Milk," said Lynne Bohan, spokesperson for HP Hood LLC. "Hood Latte Iced Coffee drinks allow consumers across New England to have their favorite iced coffee flavor from the convenience of home."



### Salada Tea Launches Wellness Green Teas in Single-Serve Cup Format

Salada Tea is helping to meet consumer demand for more energy or more fiber with the added convenience of a single-serve cup in its new Active Blend line of Wellness Green Teas.

Salada Active Blend Green Tea – Energy Boost helps give consumers an invigorating pick-me-up by combining select botanicals and vitamins with its premium green tea. Natural blueberry flavoring and a touch of natural sweeteners make this a delicious and low-calorie treat. With its green tea base and 20 percent daily value of vitamin C, it is also an excellent antioxidant source.

Salada Active Blend Green Tea – Fiber Boost makes it easy to get more fiber into one's diet. Using a blend of premium green tea with all-natural fiber, it gives consumers 10 percent of the daily requirement for fiber in just a single cup.

"The new active blends provide an easy way for consumers to get an extra kick of energy or fiber at any time of day while enjoying the all-natural goodness of Salada Green Tea," said Larry Baer, senior brand manager for Salada Tea. "The single-serve cups, compatible with most Keurig machines, add an extra level of convenience."

"People often say that while they love the taste of tea, they think they need to turn to coffee to get that pick-me-up," said Tara Coleman, Salada Tea consumer spokesperson and clinical nutritionist. "Now, with the Salada Active Blend Green Tea, consumers can get that extra energy kick or dose of natural fiber while drinking green tea."



# 16 Dairy & Deli

## Reser's Adds Two New Salsas to Popular Baja Café Brand

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



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

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

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

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

## Reser's Introduces New Bacon Ranch Pasta Salad



Reser's combined two of America's favorite foods—bacon and Ranch dressing-- to elevate its classic pasta salad. Reser's new American Classics Bacon Ranch Pasta Salad is packed with zesty flavor, thanks to the addition of Hidden Valley Original Ranch Seasoning Mix. This gourmet pasta salad is studded

with crisp bacon, mini penne pasta and zesty seasonings.

"When we added Hidden Valley Ranch Seasoning Mix to our potato salad people went wild," states Lacey Werner, associate category manager. "We thought why stop there? Pasta salad lovers can now enjoy the same great seasonings in a salad that features mini penne pasta that's cooked to perfection."

This is the newest premium salad offering in the American Classics line featuring popular picnic and BBQ staples such as: Deviled Egg Potato Salad, Red Skinned Potato Salad and Ranch Potato Salad.

The pasta salad is available in 16 ounce and 3 pound containers ranging from \$2.99 to \$7.99 suggested retail price. It will also be available as a bulk deli salad that will be merchandised behind-the-glass at retail deli counters.

## Buddig Original Adds to Popular Product Line

To meet consumers' growing appetite for great taste and variety, Carl Buddig & Co. is expanding its line up of 2-ounce Buddig Original products with the addition of Black Forest Ham and the launch of a new 10-Pack Back-to-School Family Pack. Buddig Original Black Forest Ham joins the other 11 varieties of Buddig Original lunchmeats each available in 2-ounce packages and only about 90 calories per serving. Just in time for the start of the school year, Buddig's 10-Pack Back-to-School Family Pack meets families' need for value and convenience.

Known for its authentic German flavoring, Black Forest Ham has become one of the top three lunchmeat flavors among consumers, according to recent Nielsen sales data. Like Buddig's other Original flavors, Black Forest Ham is a great source of protein and is trans fat and gluten free.

Featuring two of the most popular 2-ounce Buddig Original flavors—Honey Ham and Turkey—the Back-to-School Family Pack includes five of each flavor, creating a convenient, 10-pack bundle of single-serve, 2-ounce packages perfect for busy families packing lunches for the school day. The seasonal, thematic packaging includes back-to-school recipes and a money-saving coupon offer. The manufacturers suggested retail price is between \$5.00- \$6.00. Buddig will also extend this thematic packaging and display to its Buddig Original and Deli Cuts tub products.



## Prima Donna Stands Out with Attractive New Look

Prima Donna, Vandersterre Groep's premium line of specialty cheeses featuring a unique combination of Dutch Gouda and Italian Parmesan flavors, is now available in an exciting new look. The brand's appealing redesign emphasizes the high-quality character of Prima Donna cheeses at in a sophisticated way that's sure to stand out at every cheese counter.

Prima Donna is naturally aged—like fine wine—until it reaches the pinnacle of flavor. For this reason, Prima Donna cheese does not age for a set amount of time, but rather until it acquires a particular flavor profile. Throughout the aging period, there are three different varieties identified as the pinnacle flavor stages: fino, maturo and forte, each one offering a unique Italian taste sensation. A fourth variety, leggero, contains only 17.5% fat content (30% of the cheese) and features a light, piquant flavor, making it the ideal cheese for health-conscious consumers.

Prima Donna cheeses are real delicacies on their own and also pair well with a good glass of wine. Because of their excellent melting characteristics, Prima Donna cheeses also shine in hot dishes.



## New Buddig Premium Deli Available in Six Varieties

Catering to today's shoppers seeking higher-quality, leaner deli meats, Carl Buddig & Co. introduces a new brand, Buddig Premium Deli available in six varieties. The new product line features Buddig's unique blend of all natural spices. These products are also trans fat and gluten free and have less sodium and fewer calories

than similar brands. Included in the new Premium Deli line are the following products: 8-ounce Black Forest Ham, 8-ounce Smoked Ham, 8-ounce Smoked Honey Ham, 8-ounce Smoked Honey Turkey Breast, 8-ounce Oven Roasted Turkey Breast, and 8-ounce Rotisserie-Flavored Chicken Breast.

"Sales in the 7-9 ounce lunchmeat category remain strong with impressive year-over-year growth," said Tom Buddig, executive vice president marketing, Carl Buddig & Co. "Our goal is to capitalize on the opportunity this segment offers by giving consumers a great tasting, wholesome product at a better price point."

## Healthful Dairy Products Shine with Functional Properties

Dairy products are basking in the spotlight as their health halo extends with functional properties and yogurt popularity, according to *What's in Store*, the annual trends report of the International Dairy Deli Bakery Association™ (IDDBA).

Dairy products are uniquely positioned to include many dietary components. Dairy providers are responding with product offerings encompassing a wide array of functions: digestive health, cardiovascular health, immunity support, relaxation, beauty and skin health, and seniors' nutritional needs, according to Mintel.

Cottage cheese is getting a shot of innovation as a premium and snack food.

Artisanal cottage cheese is now packaged in glass containers. Individual portions are also enhanced with prebiotic fiber and fruit. Dairy continues to be an important category in organic foods. The dairy category contributes 14.6% of organic food sales with sales of nearly \$4.3 billion. These sales represent dairy category penetration of 5.9%, according to the Organic Trade Association.

In the United States, yogurt has seen an increase in consumption as consumers' interest in healthy eating has increased. Mintel projects that this trend will continue, forecasting sales at \$9.5 billion in 2016.

The popularity of yogurts shows no signs of failing. Yogurt producers continue

to develop interesting flavors to differentiate their product, like orange chocolate, additional fruit (generally packaged in clear cups to make the fruit visible), white chocolate almond, banana cream pie, and tropical fruits like mango and guava, playing off of the exotic flavors trend. Mix-ins like cereal and granola are also popular. The yogurt category continues to provide a full gamut of functional offerings. From omega-3 to fiber to protein, yogurt companies are providing retailers and consumers with many options. For instance, protein shakes that provide satiety and help with weight management, enriched yogurt smoothies, and

Greek yogurt smoothies that come packed with the protein of Greek yogurt, but in a drinkable format.

Some major ice cream makers are pioneering frozen Greek yogurt. They're being flavored with indulgent flavors such as chocolate, white chocolate, banana cream pie, and vanilla bean. In addition, bigger sizes of Greek yogurt at retail help consumers substitute it for sour cream, mayonnaise, or cream cheese in recipes.

The milk category continues to offer new varieties with added benefits and convenience. Relaxation, energy, omega-3 fatty acids, vitamin, and fiber fortification are all available to consumers in the milk section.



## OBITUARY

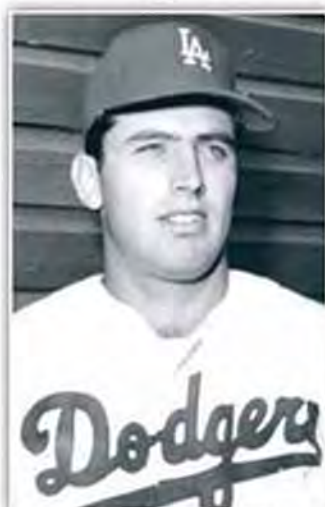
## Ivey Armstrong Dead at Age 67

South Florida Trade Mourns Passing of W-D DSD Merchandiser

Long time members of the South Florida food industry are mourning the passing of retired Winn Dixie Miami Division direct store delivery merchandiser, Ivey Armstrong who died July 19, 2013.

Ivey Doyle Armstrong was born January 18, 1946, and graduated from Miami Southwest Senior High, Class of 1964. Following high school, he attended Miami Dade Community College.

Ivey was drafted by the Los Angeles Dodgers in the second round of the 1966 MLB Draft. He played in the Dodgers' organization for four years. Playing second base and outfield, his minor league playing career included stops in Jamestown (NY/PA League), the Dubuque (Iowa) Packers of the Midwest League and two seasons with the Daytona Beach Dodgers in the Florida State League. He also played in the Arizona instructional



■ IVEY ARMSTRONG in his professional baseball playing days.

league.

Popular and well-liked among members of the South Florida food trade, Ivey had a long career with Winn-Dixie Stores, Inc. as did his brother Kline (West Columbia, TX), who survives him. Throughout his food career, Ivey participated with and attended the various functions of local South Florida trade organizations, including the Miami Association of Food Trades (MAFT) and The Miami Food Brokers Association (MFBA).

"Ivey was a great friend and will be missed", Associated Grocers' Roy Deffler and his wife Jackie, Sun Produce Co., told TODAY'S GROCER. Long time co-worker and friend Joe Burns, Jr. of Jacksonville Beach and his wife Jill commented, "Ivey was a great gentleman and will be missed." Friends Krista and

Richard Meoni of Coral Springs, FL said "Ivey was a great friend and will be greatly missed."

Ivey and his wife Loella were long time residents of the Miami-Kendall area.

A memorial service in his honor was held, July 23, in Miami, Florida by Caballero Rivero Woodland South Funeral Home.



■ **PRETTY PROFITMAKERS** - For any home entertainment make it the multi-functional Cake Plate by Prissy Plates Gifts and More, a line of decorative and statement tableware. This 11.5 inch cake plate designed with scalloped edges and trimmed with ribbon is raised on a wide pedestal and becomes a chip and dip server when turned over. Whether crafty or not, consumers can use this unique item for any occasion by simply changing out the ribbon that is available in a variety of colors and designs. Available at a SRP of \$44.95 ea., this statement piece is great for that memorable first birthday cake and bridal tea petit fours, or chips and salsa and veggies and dip on family game night.

## Twinlab CleanSeries Touts



## Standard-Setting Certifications to Stand Out Among Competition

Twinlab Corporation, a trusted name in sports nutrition innovation for more than four decades, has announced the launch of CleanSeries, the first line of sports supplements to be able to claim the following: Independently certified by the NSF International product certification program to verify products meet nutrient label claims; Certified Gluten Free by NSF; Non-GMO tested by an independent third-party lab using polymerase chain reaction (PCR) testing for genetically modified DNA to a limit of 0.9%, and Batch tested by HFL for banned substances in accordance with HFL's Informed Choice and Informed Sport programs.

"CleanSeries demonstrates that you can deliver both high performance and high nutritional standards in the same sports nutrition line," says Marc Stover, Director of Marketing for Twinlab. "So whether you are training for a triathlon, hitting the elliptical to shed a few pounds, or just trying sports nutrition products for the first time, you can trust CleanSeries to help you perform better and to recover faster."

The initial CleanSeries line features five products and a total of seven SKUs when factoring in flavors:

- **CLEANSERIES SPORT PROTEIN** - Advanced muscle repair and recovery formula;
- **CLEANSERIES WHEY PROTEIN ISOLATE** - Premium cross flow, ultra filtered Whey Isolate;
- **CLEANSERIES SOY PROTEIN ISOLATE** - Versatile, unflavored protein from 100% Soy Isolate;
- **CLEANSERIES PRE-WORKOUT ACTIVATOR** - Energize your workout; and **CLEANSERIES VEGGIE PROTEIN** - Formulated especially for vegetarian athletes.

Twinlab CleanSeries has engaged Joel Harper, celebrity fitness guru and Dr. Oz's personal trainer, as its official spokesperson.

## Sneak Peek

Grocers in Florida and throughout the Caribbean were out in full force, recently as Associated Grocers of Florida held a special buying event for its membership and customers. Here's a sneak preview of some of that buying action. For more buying highlights - see pages 26 - 31!



■ **FLOWERS BAKING COMPANY** - Michael Coffey, Michael O'Grady, Calixto Hernandez, Duane Pope, Pedro Aleman, Willie Prince, Kirby Kripnet (mascot), Hector Venegas, Bo Strickland and Juan Coloma.



■ Jose Jorge, Bravo Supermarkets (second left) pictured with Judith Gachéz-Szalay, Amaury Portela and Calvin Miller, Associated Grocers of Florida



■ **TECNICA BUSINESS SYSTEMS** - Rosabel Gonzalez, Carlos Sanchez, Barbara Ricabal, Onniel Garcia pictured at the Tecnica booth with Rene Cairo



■ Gary Bausch, Rod Chupp, Erick Jarquin, Jackie Deffler, Dio Castillo and Calvin Miller at the Sun City Produce booth.



■ Calvin Miller welcomes Juali De Freitas, Promoting DSD to the Show.



■ **JOSEPH'S FOODS** - Joseph Acierno Sr., Joseph Acierno Jr., Debbie Clark, and Wayne Williamson



■ **National Supermarket Association (NSA)** booth: Miguel Ruiz, Joe's Market; Nelson Eusebio; Amaury Portela, AG of Florida, and AG of Florida board member Carlos Hernandez (National Supermarket, Hialeah)



■ **ASSOCIATED GROCERS OF FLORIDA** Board Member Tim Wynn (Wynn Supermarket, Naples) with Patti Wynn and Calvin Miller.



■ **ASSOCIATED GROCERS OF FLORIDA** Board Member Jerry Keen with Champ Hardee, Rinas' IGA Supermarket, Indiatown and Calvin Miller.

## 18 Produce



## Snapea Crisps Sprouts into Harvest Snaps

Calbee North America is bringing its core brand, Snapea Crisps, under a new brand portfolio called Harvest Snaps. Snapea Crisps will also have two additional flavors and sit alongside a new brand, Lentil Snaps.

Harvest Snaps' Snapea Crisps are made from whole sun-dried peas, which account for 70% of the product, while Lentil Snaps contains at least 65% lentils; high in fiber with protein. Harvest Snaps are a delicious, guiltless snacking option with lower fat and sodium that are baked, not fried. Snapea Crisps are now available in four different varieties: Lightly Salted, Caesar, Black Pepper and Wasabi Ranch. Lentil Snaps are available in Tomato Basil and Onion Thyme.

To support the new positioning, launch and flavors, Harvest Snaps will host in-store demo sampling for consumers, and a heavy public relations and social media campaign. Harvest Snaps will also interview snackers about their snacking habits and will release the results in the Fall.

"Moms are no longer begging their kids to eat their vegetables... We are launching Harvest Snaps as a healthier snack alternative with an added benefit, 'vegetables,'" said Steve Kneepkens, Vice President, Sales & Marketing, Calbee North America. "Harvest Snaps give customers both the satisfaction of an easy and fun to eat snack, with the added benefits of nutrients from Snapeas and Lentils. And both products' primary ingredients are exactly what are on the package."



■ IGOZEN, a truly organic cleaning company that has developed a food cleaning product, which insures all chemical residue, dirt and pesticides are cleaned from any fruits and veggies you give to your little one. It also is used on meat. It is so safe that the creators use it on their eyes, face and will even lick it. It completely cleans all your food before eating.

## Black Gold Farms and McCormick Produce Partners make It "Better with Reds"

Innovative Fresh Potato Product Provides Flavor and Convenience

Research from the United States Potato Board as well as consumer trends and retailer feedback, indicates that consumers are looking for new ideas on what to make with fresh potatoes as a side dish. Teaming up with McCormick Produce Partners seasonings, Black Gold Farms has created an easy-to-prepare, value-added fresh potato side dish packed with flavor.

Black Gold Farms – a fourth-generation, family-owned farm – is introducing its one-of-a-kind product: a fresh package of red potatoes, expertly paired with one of three McCormick Produce Partners seasoning blends: Roasted Italian Herbs; Roasted Onion and Garlic or Roasted Garlic and Rosemary.

"Unlike other convenient potato products that have to be refrigerated or require special packaging, these new clamshells offer consumers the benefit to see the fresh potatoes with great flavor options that are convenient to make. They are the perfect complement to any home-cooked meals," remarked Glen Reynolds, national director of produce sales for Black Gold Farms.

The pairings are designed to provide consumers flexibility when preparing dinner by reducing prep time and eliminating the guesswork for making fresh, delicious, family-friendly potatoes, said Reynolds.

Reynolds also explained that the product's clamshell packaging was developed to maintain the quality and freshness of the red potatoes. When the at-home cook is ready, he or she will simply rinse and cube the potatoes, toss the potatoes with oil and add the spice packet, which is included in the container, and bake. "Rinse. Cube. Season. Bake. No need to measure or get out other ingredients. It doesn't get much simpler than that!" he said.

The new products – and a complimentary, high-graphic, free-standing retail display – are an extension of Black Gold Farms' "Better with Reds" campaign. That campaign features several customized retail tools including in-store point-of-sale materials, social media, a consumer-based micro site [www.betterwithreds.com](http://www.betterwithreds.com), and other consumer-specific value-adds that highlight the versatility, flavor profile and nutritional benefits of red potatoes.



■ BLACK GOLD FARMS is introducing its one-of-a-kind product: a fresh package of red potatoes, expertly paired with one of three McCormick Produce Partners seasoning blends: Roasted Italian Herbs; Roasted Onion and Garlic or Roasted Garlic and Rosemary.

## Serving Up San Francisco's Finest Little Gem

Tanimura & Antle Little Gems Sweet Lettuce

In 1849, adventurers to the City by the Bay filled their pockets with gold, discovering richness in the California soil. Today's culinary adventurer can enrich their family meals with Little Gems Sweet Lettuce, grown in the famous fertile soil of California, by produce industry leader, Tanimura & Antle. Also called Sweet Gem and Petite Gem, Little Gems are a compact petite lettuce variety resembling a small romaine lettuce with slightly softer and sweeter leaves. A longtime favorite of culinary professionals in the Bay Area, and well known by European consumers, Little Gems Sweet Lettuce is now available to retailers across the United States.

"I use Little Gems Sweet Lettuce for its exceptional flavor and texture, consistency of quality, and the versatility that it lends to both hot and cold dishes," says Chef Jason Berthold, Executive Chef at RN74 in San Francisco. Tanimura & Antle Little Gems Lettuce is a seed variety that combines the characteristics of both romaine and butter lettuce. It grows into a petite compact head with light green leaves that are both sweet and crunchy.

Tanimura & Antle Little Gems Sweet Lettuce is a versatile choice for the home cook. Each petite heads consists of cupped leaves that can be stacked on the plate for a unique salad presentation, or halved and served as a wedge salad and even grilled. Plus, the whole leaves are ideal to hold a wide range of fillings, or served whole with dips as a delicious and nutritious chip replacement.



"We have experienced increased demand for our Sweet Gem Lettuce, our food service product. This phenomenon along with the ever increasing sophistication of the home cook has indicated perfect timing to brand this product for the retail market," commented Diana McClean, Director of Marketing.

Tanimura & Antle Little Gems Sweet Lettuce is available in a 3-count retail bag available to retailers across the U.S.



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## Publix Sabor at Altos Plaza



FRONT VIEW of new 28,000 sq. ft. Publix Sabor at Altos Plaza which opened in Miami's Little Havana on July 11. The two level parking garage can be viewed at the left. The supermarket is located on the right portion of the two block parcel. (Photo courtesy: Publix Super Markets/Aerial Photography, Inc.)

# Upscale Shopping Experience Comes to Miami's Little Havana

Story and photos by —  
DENNIS KANE, Editor

## 28K Complex Covers Two City Blocks

A major, new food shopping destination has opened in Miami's Little Havana neighborhood, one which is already popular and has earned accolades from community residents. This new level of service has been brought into the neighborhood with the opening of Publix Sabor at Altos Plaza.

Publix Sabor at Altos Plaza celebrated its grand opening on Thursday, July 11. The new store, which occupies two city blocks, is located one block south of Flagler Street at 121 SW 22<sup>nd</sup> Avenue. It is less than half a mile from new Marlins Park baseball stadium. Publix has made a commitment to serving the residents of the Downtown Miami area. The area had been under-served prior to Publix' entry a number of years ago. Today, there are five Publix stores in the vicinity—three Brickell locations, one Omni location, and the new Little Havana store. As a Publix Sabor, the new



PUBLIX SABOR AT ALTOS PLAZA Store Manager Carlos Gascon (center) pictured with members of his key management team.

store features expanded product offerings expressly geared to the preferences the Hispanic community.

The sixth Publix Sabor in Miami-Dade County offers customers 28,000 sq. ft. of shopping pleasure and a wider variety of products and services. The deli department offers customers delicious authentic, Hispanic and Caribbean favorites, such as: piccadillo, bacalao, chicharones, ropa vieja, yuca and many new recipes created especially for Publix Sabor, all available by the pound, a la carte or by a "la completa" (complete meal). The meat department features a full-service custom cut meat case to accommodate customer's special requests. Sushi is also available. The bakery features

authentic pastries.

Publix Sabor customers can enjoy a café (with sit-down seating) where juices, café con leche (coffee with milk) and warm pastries are available. Other services and products include: money transfers and bill payment services. While English is the primary language, Publix associates and signage throughout the store are bilingual.

The property took a long time to assemble and construction which began June 29, 2012 took approximately nine months to. The full complex covers two city blocks and features an exterior evocative

of "La Havana Vieja" (Old Havana). About half the property is devoted to a two-story parking garage, the first floor features covered parking and the second floor is uncovered roof parking. Parking is accessed from the rear of the building which features a fully-decorated facade. Included in the complex is "The Barn"—covered loading docks, with the ability to handle two delivery trucks at a time. The Barn features a high-tech exhaust fan which has the ability to release unhealthy levels of carbon dioxide.

The store will be a dependable shopping option for customers regardless of the weather. Operations will not be impeded by power interruptions as the store features two back-up generators. The store features three elevators: one for associates' use and two for shoppers. For efficient customer service, the store features nine traditional checkouts and two express lanes.

Carlos Gascon, a veteran Publix store leader, serves as Store Manager and was previously the store manager at Publix at Miami River. Gascon has 32 years of service with Publix.

Assisting Gascon with the management of Store #1230 and its 115 Publix associates are: ASST. STORE MGR. — Bayardo Garcia, GROCERY MGR. — Raydenis Garcia, ASST. GROCERY MGR., Ernesto Gonzalez, CUSTOMER SERVICE MGR. — Rosie Hernandez, ASST. CUSTOMER SERVICE MGR. — Lesley Palacios, DELI MANAGER — Juan Alvarez, ASSISTANT DELI MGR. — Robert Simon, BAKERY MANAGER — Maria Cruz,



DISTINCTIVE ARCHITECTURAL APPOINTMENTS such as the cupola found at the north end of the parking garage highlight the entire structure's design.



■ SAJUD – Enjoying a “cafeito” (Cuban coffee) while saluting the opening of new Publix Sabor at Altos Plaza in Miami’s Little Havana neighborhood (left to right) are: Kim Reynolds, Publix’ Miami Media and Community Relations Mgr., Bill Fauerbach, Vice President – Retail Operations, Carlos Gascon, Store Manager, Mike Meredith, Regional Dir. Southern Region-Miami Division, and Carlos Cendoya, District Manager.

ASSISTANT BAKERY MGR. – Randy Guerrero Sanchez, PRODUCE MANAGER – Yasel Fernandez, ASST. PRODUCE MGR. – Raul Robaina, Jr., MEAT MANAGER – Leonardo Sierra, and ASST. MEAT MGR. – Jose Gomez.

“Publix Sabor carries an extensive selection of foods and ingredients from Hispanic countries and the Islands that typically can be difficult to find in traditional supermarkets.

We are excited to offer customers more choices without sacrificing the quality, value and premier customer service one would expect from a traditional Publix,” Kim Reynolds, Publix’s Miami Media and Community Relations Manager told TODAY’S GROCER.

In celebration of the grand opening, early shoppers on opening day were presented complimentary Publix Sabor shopping bags, 2-litre

bottle of Pepsi-Cola, and packages of King’s Hawaiian bread. Product samplings were ongoing throughout the day.

Publix Sabor at Altos Plaza is open Monday through Saturday from 7am – 11pm and on Sunday from 7am – 10pm.

The first Publix Sabor opened in Kissimmee, Florida in April, 2005. Including this location, Publix now operates 8 Publix Sabor locations.

Getting to Know –



**CARLOS GASCON**  
Store #1230 Manager

Carlos Gascon, Manager of the new Publix Sabor at Altos Plaza is a veteran of over 31 years with the company. Born in Bronx, NY and raised between the Bronx, Miami, Spain, Puerto Rico...he returned to South Florida in the mid-seventies. He graduated from Miami Coral Park Senior High. Throughout his career with Publix, he served in most all store capacities before becoming a store manager in 2001 at Store #343 in Hialeah. Prior to coming to Publix Sabor at Altos Plaza, he was manager Store #54 (Miami River). Carlos and his wife Marisol reside in Southwest Miami-Dade County. When away from work he enjoys gardening, going to the beach, spending time in the Florida Keys and traveling.



■ STORE MANAGER Carlos Gascon (center) pictured with Deli Manager, Juan Alvarez and Assistant Deli Manager, Robert Simon.



■ STORE MANAGER Carlos Gascon (left) pictured with Assistant Produce Manager, Raul Robaina, Jr. and Produce Manager, Yasel Fernandez.



■ STORE MANAGER Carlos Gascon (center) pictured with Assistant Bakery Manager, Randy Guerrero Sanchez and Bakery Manager, Maria Cruz.



■ Assistant Meat Manager, Jose Gomez, Meat Manager, Leonardo Sierra and Store Manager, Carlos Gascon.



■ Shoppers check out the Seafood Department.



■ A view of the front checkout area



■ A view of the distinctive architecture carried through on the rear façade of the store.



■ Entrance and interior views of the two level parking garage.



■ A view of the covered walkway at the front of the store.

## 22 Candy



It's a bird, it's a plane...no, it's the new Superman Candy Fan! Complete in his blue costume, red cape and stylized red and yellow "S" shield on his chest, this new Superman Candy Fan is sure to please all Superman fans. Each novelty item includes .53 ounces of microbytes candy.

## CandyRific Introduces New Superman Novelty

CandyRific has a new license with Warner Bros. and has created the Superman Candy Fan, just in time for the movie release of "Man of Steel". CandyRific is hoping sales will be faster than a speeding bullet and more powerful than a locomotive for this fun new Superman Candy Fan. The candy fan is the first of what could be more novelty candy items for this icon in the future. Packed: 6/12 count displays per case. SRP: \$3.99

CandyRific sells candy and novelty product combinations utilizing popular licensed brands. Brands in CandyRific's portfolio include M&M'S Brand, Skittles Brand, Starburst Brand, Disney, Scooby-Doo, and Dreamworks. All products have a high perceived value, are merchandised in colorful displays and are especially popular with collectors.

## CandyRific Expands its Disney Line of Novelties



CandyRific is expanding its offerings of Disney characters with the new Phineas & Ferb Fans and Flashlights. Consumers have been enjoying "the magic of Disney" in the form of interactive novelty items for over six months now from CandyRific's new license with Disney Consumer Products (DCP). Phineas & Ferb join the popular novelties featuring beloved Disney characters from the franchises of Disney Princesses, Mickey Mouse and Toy Story. Six, 12-count displays per case. Choose from Phineas Flynn, his English stepbrother, Ferb Fletcher or Perry the Platypus characters sitting atop a working fan or flashlight. Each novelty item includes .53 ounces of microbytes candy.

Disney Consumer Products (DCP) is the business segment of The Walt Disney Company and its affiliates that extends the Disney brand to merchandise ranging from apparel, toys and home décor to books and magazines, foods and beverages, stationery, electronics and animation art. SRP: \$3.99

## Ghirardelli Chocolate Company Debuts Two New Filled Chocolate Indulgences

There's a good reason why Americans consume 11.7 pounds of chocolate each year. Not only is it delicious and indulgent, chocolate releases chemicals in the body such as serotonin and endorphins that put us in a good mood.

Now the confectionary artists at the Ghirardelli Chocolate Company have made the chocolate eating experience even more delectable by creating two new filled chocolate flavors - Mint Cookie and Toffee Crunch - to join the existing lineup of Dark Chocolate and Sea Salt Caramel, Milk Chocolate with Caramel, Dark Chocolate with Raspberry and Dark Chocolate and Caramel.

"We are thrilled to add two new flavors to our growing line of filled bars," said Jinny Lam Director of Marketing for Ghirardelli. "The line delivers the perfect harmony of intense Ghirardelli chocolate with generous, luscious fillings of caramel, mint, raspberry, truffle and toffee bars. With the new innovative new packaging and two new flavors, Ghirardelli filled bars allow for a one-piece craving or reward moment and the rest can be saved for later. It's that simple, and you never have to worry about feeling guilty again."

The new Ghirardelli filled bars will be available in eight-square bars that retail around \$2.79 and will go on sale at mass, grocery and specialty retailers nationwide beginning September.



## Hammond's Red Velvet Cake Chocolate Bar Takes Honors

Hammond's Candies "Red Velvet Cake" chocolate bar was named by the National Confectioner's Association (NCA) as the "Most Innovative New Gourmet Product of the Year." One of six new chocolate bar flavors introduced by Hammond's recently, "Red Velvet Cake" - made from dense milk chocolate -- gets its distinctive flavor from a rich ganache filling that tastes remarkably like its namesake.

"Red Velvet Cake is a classic, nostalgic dessert that has great appeal for modern taste buds," said Andrew Schuman, Hammond's president and CEO. "We've captured that entire flavor profile and put it inside the most satisfying milk chocolate you'll ever find. At Hammond's we believe eating candy should be a special experience - memorable and wonderful. Red Velvet Cake absolutely delivers."

A Denver staple since 1920, Hammond's is renowned for its stunning, hand-pulled candy canes and lollipops as well as distinctive treats like the Mitchell Sweet - a marshmallow-stuffed caramel. The company launched its diverse line of milk and dark chocolate bars just a year ago and has already racked up an impressive number of awards. Its "Peanut Butter and Jelly Sandwich Milk Chocolate Bar" took home the NCA's "Most Innovative Chocolate" title in 2012 and was named one of the best new products by the National Confectioners Sales Association in the same year.

"Red Velvet Cake" is one of six new flavors in Hammond's chocolate bar line that had their debut in 2013. All are made to the company's exacting standards, with ingredients that include pure cane sugar, real milk and cream, and natural flavors. Like "Red Velvet Cake," "Double Chocolate Truffle" captures its signature flavor with luscious ganache. "Chocolate Crisp" is made with crispy rice for a satisfying crunch, while "The Cookie Jar" takes a twist on a classic with cookie bits of all kinds in white chocolate. "Caramel Mocha" softens sweetness and adds depth with a hint of coffee and Hammond's unique creation "Pigs N' Taters" -- a sinful mix of chocolate, potato chips and crispy kosher bacon bits. All are presented in Hammond's award-winning packaging, making them perfect for gifts and special treats.



## Radz Gives It the Old College Try Scores Big with New Fall Collegiate Line

Football season has arrived, and college football teams can hear the roar in the stands thanks to cheers led by Clemson's Tiger or Ohio State's Brutus Buckeye. Students and alumni cheering coast to coast can now show their team spirit beyond game day in a delicious new way. Radz Collegiate line of candy dispensers expands the award-winning toy line that's small enough for a pocket and often found clipped to a backpack.

The Collegiate theme bares the proper mascot colors such as University of Florida's deep orange and blue with Gators insignia along Radz's cheek. Tennessee fans can pick up a bright orange Radz with the UT logo showcased on a white hat. Clemson's tiger paw is clearly marked on Radz's cheek and cap. Like all Radz dispensers, push the Collegiate hats and watch the pink tongue pop out, dispensing a tasty treat.

When students are tired of hitting the books or have writer's block on the essay due in the morning, they can take a break and download one of Radz four free iOS apps like Zip Flip, this generation's Tetris.

## M&amp;M'S Unveils New Chocolate Bar



The chocolate bar just got a lot more colorful - and delicious! Now, Mars Chocolate North America has announced that a new M&M'S Brand Chocolate Bar is in stores, proving to the world that chocolate bars are even "Better with M." The M&M'S Brand Chocolate Bar will combine a creamy, smooth milk chocolate bar with the colorful fun and irresistible taste of M&M'S Chocolate Candies.

"Our goal is to show how nearly every treat or occasion is 'Better With M,'" said Roy Benin, Chief Consumer Officer, Mars Chocolate North America. "It's only natural that we infuse the brand's colorful personality and irresistible milk chocolate center into a classic confection like the chocolate bar."

The M&M'S Chocolate Bar is made with the best quality, delectable milk chocolate and boosted by the colorful fun of M&M'S that people know and love. Each bar comes stamped with a beloved M&M'S character and features M&M'S SR Minis. The product is available at club, convenience, drug, grocery, mass, specialty and value stores, as well as in vending machines nationwide.

In January, M&M'S Brand launched one of the largest marketing efforts in the brand's history, "Better With M," to reinforce that "M" has always been the symbol of irresistible chocolate, and makes any occasion better including birthdays, sporting events, movies, back-to-school and baking, just to name a few.

## Survey Findings Support Need for Continued Food Conversation

Farmers aim to set the record straight on misinformation that might be adding to grocery bills.

According to a new survey, American moms may be building their grocery lists based on misinformation about how their food was grown and raised.

The Gate-to-Plate survey of more than 1,000 moms was commissioned by CommonGround, a grassroots coalition of farm women who want to foster conversations among all women - on farms and in cities - about where our food comes from and how it is raised. Findings of the survey include:

**ORGANIC FOODS** - Eighty-four percent of moms surveyed believe that organic food is farmed without any pesticides, fertilizers or herbicides.

The facts - Organic is a labeling term that indicates that the food or other agricultural product has been produced through approved methods. Synthetic fertilizers, sewage sludge, irradiation, and genetic engineering may not be used and organic food is produced without using most conventional pesticides.<sup>1</sup> However, more than 50 synthetic substances may be used in organic crop production if other substances fail to prevent or control the target pest.<sup>2</sup> All foods - whether organic or nonorganic - must meet certain health and safety regulations before being sold to consumers.

**GMO FOODS** - While one-fourth of the moms who participated in the survey said they had never heard of genetically modified (GMO) foods, the majority of moms question the safety of GMO foods. Nearly half - 43 percent - of moms in the survey believe that GMO food is nutritionally and chemically different than non-GMO food.

The facts - All GMO foods are still exhaustively assessed for safety by groups like the Food and Drug Administration and U.S. Department of Agriculture (USDA).<sup>3</sup> In the 12-plus years that modern biotech crops have been commercially grown, there has not been a single documented case of an ecosystem disrupted or a person made ill.<sup>4</sup> GMO foods are nutritionally and chemically identical to food grown from non-biotech crops.<sup>5</sup>

**HORMONES IN MEAT** - More than half of moms in the survey said they believe it is important to feed their families hormone-free poultry and pork - even though it may cost more to do so.

The facts - There's no need to pay extra for poultry or pork that's labeled hormone-free. USDA prohibits farmers from using hormones to raise chickens and pigs.<sup>6</sup>

**ALL-NATURAL FOODS** - More than half - 53 percent - of moms surveyed said it's important to purchase food labeled "all natural," whenever possible, because it is a more nutritious choice for their family.

The facts - All-natural doesn't mean nutritional benefits. As required by USDA, meat, poultry and egg products labeled as "natural" must be minimally processed and contain no artificial ingredients. However, the natural label does not include any standards regarding farm practices and only applies to processing of meat and egg products.<sup>7</sup>

**LOCAL FOODS** - More than half of moms surveyed said locally produced foods are always better for the environment.

The facts - Purchasing locally grown food is a great way to support farmers in your community but does not always benefit the environment. Sometimes it takes more energy to grow and harvest local food than it does to grow it elsewhere and have it shipped.<sup>8</sup>

**FAMILY FARMS** - Seven out of 10 moms surveyed believe the family farm is dying in the United States.

The facts - Between 96 and 98 percent of the 2.2 million farms in the United States are family farms.<sup>9</sup>

Seven out of 10 moms in the survey agree that farmers should be a key resource for individuals seeking information related to food and farming, yet only one out of five moms surveyed seeks information from farmers.

Sources: <sup>1</sup> USDA's National Organic Standards Board; <sup>2</sup> Electronic Code of Federal Regulations - Section 205.601; <sup>3</sup> Biotechnology Industry Organization; <sup>4</sup> Biotechnology Industry Organization; <sup>5</sup> www.BestFoodPact.com; <sup>6</sup> USDA-ARS Food Safety Information - Meat & Poultry Labeling Terms; <sup>7</sup> USDA AMS; <sup>8</sup> Leopold Center for Sustainable Agriculture at Iowa State University; <sup>9</sup> USDA-ERS

## United Supermarkets Introduces Two New Tortilla Products

On a brisk day not too long ago, a small convoy of trucks pulled into the parking lot of Praters Foods in south Lubbock, TX, and began unloading the newest piece of machinery in the food manufacturing operation of United Supermarkets, LLC. In no time, the 90-foot-long machine was cranking out 800 dozen - that's 9,600 - flour tortillas every hour.

United is officially in the tortilla-making business - and in a big way.

"The real driving factor behind this is making a quality product," said Mike Springer, national sales manager of Praters Foods, the company's manufacturing arm. "We were challenged to deliver a product with better quality."

The challenge came from Scott Nettles, senior director of perishables for United Supermarkets, LLC, who saw an opportunity to reclaim lost sales following a tortilla brand manufacturer's decision to change its formula.

"There was a brand of tortilla we carried where the feeling was the quality had dropped off," said Jay Parker, who oversees research and development at Praters.

"They changed their formula, and that resulted in lost sales because people left the brand. Scott had the vision that if we recaptured the quality, we would recapture those lost sales," Parker added.

Requiring five Praters staff members to operate, the tortilla machine now produces two distinctly different products. "The 'Mi Pueblo' recipe is your basic table tortilla but with superior quality," Nettles explained. The second, "Tejano Style," represents an improvement over a home-style product.

"We've tried to improve the quality of both products by limiting the preservatives," Nettles explained. "The Mi Pueblo tortilla has a 21- to 30-day shelf life at retail, while the Tejano product will have very little preservative and a seven-day shelf life."

"Our guests won't find a fresher product anywhere."

The Mi Pueblo product hit the shelves in the company's 50 supermarket stores in April, while



■ Requiring five Praters staff members to operate, the tortilla machine now produces two distinctly different products. The 'Mi Pueblo' recipe is a basic table tortilla but with superior quality. The second, 'Tejano Style,' represents an improvement over a home-style product.

Tejano Style tortillas rolled out in late May.

From the two recipes, United will be able to control not only the per-package tortilla count, but also the size of the tortillas, giving store guests a wide variety of products from which to choose. A 10-inch, burrito-size tortilla is currently available in 10- and 20-count packages under both labels. A six-inch fajita-size product will be available soon as retail bags are developed.

Praters also will produce other tortilla styles, including a WIC-approved wheat product and "thins," a much thinner tortilla that is lower in calories. The plan ultimately calls for producing tortillas used by store delis in food service.

"One of the other reasons we purchased this equipment

is it gives us greater production capacity," Springer said. "We will have plenty of room left for growth (of tortilla sales). The other thing is this could allow us to do specialized items such as naan bread and pizza crusts. Those are opportunities down the road."

Springer also pointed out the tortilla machine is not intended to supplant tortilla making in the bakeries of more than a dozen stores. "We do have some machines out there now in bakeries around the company," he said. "Those will continue to run, and those bakeries will continue to make their own. The Tejano and MiPueblo tortillas are located near the meat market, and they are the product we will supply."

## Caprina by Canus Launches in U.S.

New Goat's Milk Skin Care Line

Canus, a leading provider of fresh goat's milk skin care products, is introducing its Caprina by Canus line to the United States market. The Caprina line includes a variety of soaps, body washes, and foaming milk baths in several fragrances as well as a fragrance-free version for soaps.

Canus is currently the best selling goat's milk soap in North America and launched Caprina in Canada in early 2009 with great success.

Starting in June 2013, Caprina will be available in U.S. retail stores. Both Publix Super Markets with 933 of its stores across the southern US and Hannaford's 180 locations throughout New England, will begin offering a selection of Caprina products.

Caprina by Canus products include a selection of Original fragrance, Olive Oil, Shea Butter, Lavender, Orchid Oil and Unscented. Soaps are available in 3 packs 3.2 oz. (SRP \$4.99) and 1.3 oz. trial (\$0.99) sizes. Body Wash selections come in a 11.8 oz. size at an SRP of \$5.99, and the foaming milk baths are available in a 27.1 oz. size at SRP \$4.99.

All soaps, body washes and milk baths are biodegradable and phosphate-free. As is the case with all Canus products, the Caprina by Canus line is made with the moisturizing benefit of fresh goat's milk, naturally packed with vitamins, minerals and proteins.



## Jack Link's Captures Iconic American Flavor

With New BBQ Pork Jerky

The delicious, smoky flavors of barbecue season will soon hit taste buds across the country in a new, ultra-convenient way. With the launch of Jack Link's BBQ Pork Jerky, snackers everywhere can now enjoy the great taste of authentic American barbecue year-round - without ever firing up the grill.

New this year, Jack Link's BBQ Pork Jerky is made with premium cuts of lean pork, seasoned with a unique blend of spices and smoked to perfection. In addition to outstanding taste, the latest jerky offering from Jack Link's, the No. 1 U.S. meat snack brand, provides consumers with a satiating snack that is low in fat and calories and full of protein. Jack Link's BBQ Pork Jerky is 97 percent fat free, includes 12 grams of protein in each 3.25-ounce bag and has no added MSG.

The product's packaging features an authentic, new design and custom graphics that call attention to the high-quality pork inside each bag of jerky. The eye-catching design also helps to differentiate Jack Link's BBQ Pork Jerky from the brand's beef and turkey products.

When developing BBQ Pork Jerky, Jack Link's sought to fill a void in the snacking universe by introducing a great-tasting pork meat snack, a relatively rare offering in the category.

"Pork is a great source of protein with delicious natural flavor and, until recently, there hasn't been a product on the market that truly does pork justice," said LeFever. "Jack Link's handcrafted recipe raises the bar by combining a unique blend of spices with a perfected smoking method. Taken together, it gives Jack Link's BBQ Pork Jerky the precise balance of natural pork taste and bold barbecue flavor consumers deserve."



# 24 Wines & Beers

## Ca' Momi Winery Redesigns "House Wine" Package



Ca' Momi Winery's Bianco/Rosso lines of "House Wines" have a new look: redesigned labels, capsules and glass reflecting the style and quality of the Napa Valley wines that they deliver.

"We wanted all wines in our portfolio to share major design elements and to more accurately represent the quality of the wine," said C.E.O. and Winemaker Dario de Corti. "These Napa Valley wines have been winning distinguished awards and medals since their debut. They remain a tremendous value at just \$13. Our new packaging

gives the consumer a more accurate understanding of the beauty within: a sophisticated, stylish wine that has repeatedly bested competing wines that sell at double the price."

The new label retains the image of Ca' Momi, the owners' home and fields in Veneto, Italy. It includes bronze foil treatments and a boxed type to make the winery logo pop. The label will be printed on uncoated, highly-textured paper, similar to the labels on their varietal-specific Passion line of wines.

"We are very proud of our Ca' Momi Bianco and Rosso," stated Stefano Migotto, Partner and Winemaker. "These two wines capture the pure essence of flavor and joy."



## House of Marnier Lapostolle: Debuts New Products

### Grand Marnier Raspberry Peach & Grand Marnier Cuvée 1880

This fall the House of Marnier Lapostolle – producers of the iconic Grand Marnier liqueur – will launch two new products nationwide: the second limited edition release blend in their Signature Collection Series, Grand Marnier Raspberry Peach, and a tribute to the creation of Grand Marnier liqueur in 1880, Grand Marnier Cuvée 1880.

**GRAND MARNIER RASPBERRY PEACH** (SRP: \$39.99 / 750ml) – limited edition.

Starting in September and extending through the holiday season, Grand Marnier Signature Collection N° 2 - Raspberry Peach – will be available for purchase in the U.S. market. Rich, complex and fruity, Grand Marnier Raspberry Peach delivers a perfect marriage of Grand Marnier's signature fine cognacs laced with orange essence and the natural raspberry and peach flavors. The versatility of this product makes it perfect for holiday sipping: simply add a splash to your favorite bubbly, drink over ice or whip up a signature cocktail such as the GM Raspberry Peach Cosmo.

**GRAND MARNIER CUVÉE 1880** (SRP: \$350.00 / 750ml) Debuted nationwide in the fall, Grand Marnier Cuvée 1880 commemorates and pays homage to the year that the world renowned brand, Grand Marnier was created by founder Louis Alexandre Marnier Lapostolle. Grand Marnier Cuvée 1880 is a distinctive blend of aged, premium Grande Champagne XO Cognac and wild tropical orange parfum. Exceptionally sophisticated in both product and packaging, the decorative design on the Cuvée 1880 bottle is hand painted with elegant silver and gold accents.



## Mazacruz Wines Launch in the U.S.

Bodegas Dehesa de Los Llanos and its Mazacruz (Tierra de Castilla) range of wines are available in the U.S. market for the first time in both red and white varieties. The wines were recently launched in the United States during the Food & Wine Classic in Aspen (June 14-16) after winning awards in recent weeks – a Silver Bacchus for Mazacruz Tinto 2010 and two bronze medals awarded by the International Wine Challenge for Mazacruz Cima 2008 and Mazacruz Blanco 2011.

The vineyard, located in the Dehesa de los Llanos estate in Albacete, Spain, on land that was already being used by Franciscan monks for winemaking in the 18th century, has been carefully developed by our enologist Laura Martinez, with the meticulous advice of the highly regarded Spanish enologist Ignacio de Miguel. Fifty hectares dedicated to growing Mediterranean grape varieties – Cabernet Sauvignon, Syrah, Tempranillo, Merlot, Petit Verdot and Graciano for red wine and Sauvignon Blanc and Verdejo for white – the result of which are these great wines.



## Café Racer 15 Joining Bear Republic's Bottled Selections

Bear Republic Brewing Company will be adding another popular, award-winning beer to their seasonal bottled selections. Café Racer 15 will be arriving in select areas of California, Oregon, Washington, Colorado, Pennsylvania, New York, Massachusetts, and Virginia during the first week of July. This will shortly be followed by distribution in Maryland, Texas, Ohio, Arizona, and additional California and New York markets.

A Double IPA, Café Racer 15 is a Silver Medal Winner at the 2012 Great American Beer Festival in the Imperial India Pale Ale Category up against 128 other entries.

Brewmaster/COO Richard "Ricardo" Norgrove states, "Café represents to Bear Republic the final medal win in the IPA categories, with Gold, Silver, and Bronze. It's very much like hitting a cycle in baseball. Enjoy our newest take on the Double IPA category. Stop in and stay awhile."

Café Racer 15 features aromas of bright citrus and resinous pine from the generous use of Citra, Amarillo, Cascade and Chinook hops which are complimented by a dry malt finish. The result is a high rewing Double IPA that is loud and assertive, much like the rebellious street racers who inspired it.

Bear Republic Brewing Co. brews from two California locations, the original brewpub in Healdsburg and the Factory Five Brewery in Cloverdale.



## Makers of Canadian Mist Introduce Three New Flavored Offerings

The makers of Canadian Mist have announced the release of Mist Flavors in the United States. Launching in 14 markets, the three products – Peach Mist, Cinnamon Mist and Maple Mist – are crafted with Canadian Mist which is mingled with proprietary liqueurs resulting in a set of light, smooth offerings.

Peach Mist, Cinnamon Mist and Maple Mist are available in 50ml and 750ml bottle sizes in select U.S. markets. Each bottle will be presented at 70 proof with a suggested retail price of \$9.99 for a 750ml bottle.

"Mist Flavors bring together the smooth taste of Canadian whisky with a variety of complementary flavors in a different way," said Senior Brand Director Pedro Berrueto. "Peach, Cinnamon and Maple Mist provide new ways to enjoy the taste of Canadian whisky and are ideal for enjoying on their own or in a refreshing cocktail."

Canadian Mist is recognized for its mellow, smooth taste. It is triple distilled and aged in white oak barrels, charred to expose the "red layer" and create a light-tasting, flavorful whisky. The whisky is then added to the proprietary peach, cinnamon or maple liqueur to create the unique, smooth taste of Mist Flavors.

Mist Flavors is being introduced in 14 markets this summer: Arkansas, Colorado, Georgia, Illinois, Indiana, Kansas, Louisiana, Michigan, Missouri, Oklahoma, Tennessee, Texas, Virginia and Wisconsin.

## Voga Italia Wine Introduces Prosecco

Voga Italia, the purveyor of meticulously crafted, eye-catching wines imported from Italy by Enovation Brands, announces the addition of Prosecco to its extensive collection.

Quickly becoming today's most rapidly growing sparkling wine, Prosecco is a refreshing and ingenious Italian sparkling that appeals to wine aficionados and novice drinkers alike. Voga's newly-released Prosecco delivers the time-honored aspects of the unique varietal with a freshly adorned traditional bottle, re-designed to replicate Voga's fashionable and trendy appeal.

Made primarily in the district of Veneto near the town of Conegliano, Voga's Prosecco is produced with an extended Charmat method, to improve its great perlage, and is refreshingly balanced with an explosion of citrusy fruit flavors.

Voga Italia's Prosecco is available nationwide, for a suggested retail price of \$13.99.





# The Bavarian Way of Life and Paulaner Beer Specialities Very Popular in Latin America

The tradition-rich German brewery Paulaner has been able to increase its sales volumes in the highly competitive Latin American market in recent years, nearly tripling sales since 2009.

"Latin America is an important future market for us. The strong sales figures underscore the positive reputation of German quality products in Latin America. We are pleased to be such a big part of that with our beer specialities," says Dirk Wagenführer, Sales Director Latin America for Paulaner. Exporting to 74 countries, the Munich-based company is the world market leader in the wheat beer segment and along with other brands such as BMW, Audi and Siemens a byword for premium quality "made in Bavaria" – in Latin America, too. With its specialty beers, Paulaner offers a premium alternative to the American light lager beer produced by the major breweries that dominate the Latin American market despite meagre product diversity.

**“Latin America is an important future market for us. The strong sales figures underscore the positive reputation of quality German products in Latin America.”**

– Dirk Wagenführer

Most Latin American countries continue to levy high tariffs and taxes on imported beer. Yet Paulaner Brauerei exports successfully to these markets. To ensure the same distinctive taste and high German quality standards all over the world, all of its beers are brewed and bottled exclusively at corporate headquarters in Munich. Paulaner wheat beer is brewed according to



■ DIRK WAGENFÜHRER, Paulaner Sales Director for Latin America.

to offer their customers something special. Traditionally, wheat beer is served in specially shaped tall, slender glasses so that the effervescent bubbles can rise to the top slowly, keeping the beer fresh and sparkling. Demonstrated by the server, the correct pouring ritual is a skill that guests often find fascinating.

After Brazil, Mexico is the number-two key export market for Paulaner in Latin America. The premium beer from Bavaria is particularly popular in major urban areas like Mexico City and tourist resorts such as Cancún. "When Mexicans think of Germany, they think of a party atmosphere, dirndls and lederhosen, beer and Oktoberfest – in short, about the Bavarian way of life. Paulaner embodies that authentically," Wagenführer explains. "The Mexican beer market is already one of the ten biggest in the world, and is currently undergoing an upheaval. Demand for specialty beers instead of ordinary lager is significantly on the rise in Mexico," adds Wagenführer.

Paulaner wheat beer remains the best-selling beer of its kind in the world. With products available in 74 countries around the world, the Paulaner Brewery Group once again posted record sales last year, with 2.9 million hectoliters of beer sold.



■ PAULANER WHEAT BEER. Particularly in Latin America, Paulaner stands for exclusive premium enjoyment "made in Bavaria". Guests love to see the correct pouring method demonstrated.



■ PAULANER KELLER PUB IN MEXICO CITY. Paulaner wheat beer enjoys growing popularity in Mexico, too: The country is now the brewery's second-biggest export market in Latin America. The Paulaner stretch limousine: one of only three vehicles of its kind produced at the Volkswagen factory in Puebla, Mexico.



**STOP & SHOP A+ SCHOOL REWARDS PROGRAM** - Stop & Shop presented a check for \$22,822.10 to the St. Charles School in Staten Island, NY, the largest contribution being made to a school for its participation in Stop & Shop's 2012-2013 A+ School Rewards Program. Pictured (left to right) in rear of row: Third grade teacher, Michelle Devlin. Arlene Putlerman, Manager, Public and Community Relations Stop & Shop Supermarket Company, New York Metro Division. St. Charles School Principal, Sister Jeanine Conlon and Frank Maurio, Stop & Shop Perishable Manager. The School says it will use the money to purchase Smart boards and make other technological improvements to the school.

Stop & Shop distributed \$1 million to 1,896 local schools in the New York Metro area. Since 2009, the program has raised more than \$7 million in the Northeast to help both public and private schools in fulfill their academic and enrichment needs.

## McCaffrey's Supermarkets Names Fred Brohm COO

McCaffrey's Supermarkets, a family grocery store with four locations in Yardley, Newtown, Princeton and West Windsor, PA., has announced the appointment of supermarket industry veteran Fred Brohm as chief operating officer.

Brohm joins McCaffrey's after more than three decades in the grocery business, most recently serving in corporate leadership at Kings Foods Markets as executive vice president. At Kings, Brohm was responsible for marketing and the development of overall corporate strategy.

"We're thrilled to introduce Fred as a member of our executive leadership team," said Jim McCaffrey IV, executive vice president of McCaffrey's Supermarkets. "His experience in the industry combined with his knowledge of multi-channel marketing efforts and corporate strategy make for an exciting future for McCaffrey's Supermarkets."

At McCaffrey's, Brohm will be responsible for the daily operations of all four McCaffrey's locations, while taking part in strategic planning and growth efforts for the company alongside Jim McCaffrey IV and president and CEO, James McCaffrey III.

"The addition of Fred to our team is a major accomplishment for our company," said James McCaffrey III, president and CEO of McCaffrey's Supermarkets. "We look forward to the positive impact he will have on our business and are glad to have such a strong asset added to the team."

Brohm resides in Warwick, NY with his wife Liz and three children, Robert, Kathryn and Laura. He is an active member of the community with a passion for supporting hunger relief efforts and has served on the board of directors for both the New Jersey Food Bank and the New Jersey Food Council.



# Another Smashing Success



Craig Gaskill from Kirk Supermarket in Grand Cayman, Cayman Islands is welcomed by Christopher Miller, President, AG.



James Policastro, Sal Napolitano of Great American Seafood, Doug Davis, VP Perishables, AG, Manny Hernandez, Great American Seafood, Jose Lemus, Meat Department, AG, Christopher Miller, President, AG, Angel Figueroa from Food Star Supermarket, Miami, FL, Ramon Valle, VP Meat Sales, AG, Carmen Yorro and George Gutierrez, AG Meat Department.



Gregg Young, Senior VP of Sales, AG welcomes Nelson Eusebio from the NSA and Carlos Hernandez, Board of Directors, AG and owner of National Supermarket, Hialeah, FL.



Jennifer Gutierrez, AG Export Department, Alex Paradas, Grupo Ramos, Santo Domingo, Dominican Republic, Carolina Savinon, AG Export Department and Miguel Paradas, Grupo Ramos, Santo Domingo, Dominican Republic.



Maria Leyva, Executive Assistant, Export, Jose Capellades, Sr. VP, Export Department, AG, Maria Hernandez, AG Export welcome Teofilo Lama and Mario Lama from Plaza Lama in Santo Domingo, Dominican Republic.



Christopher Miller, President, AG welcomes Ana Molinari, Supermercados Econo, Puerto Rico.



Manny Chacon, AG Sales and Tony Medina, Price Choice, Miami, FL



**Back Row** - Jose Perez, AG Supplies, High Ragon, Viktor Frengut from Bunzl, Christopher Miller, President, AG, Andy Miles from Hilex Poly, Creig Rogers and Andres Delgado from Ecolab. **Front Row** - Jim Gullo from Robbie Flexibles, Raquel Waxon from Bunzl, Allan Levit from Genpak, Michael Howard from Ecolab, Sherry Saltzman from Waverly Plastics, David Meyers from Bagcraft, David Metcalf and Kevin Conroy from Ecolab and Julio Moya, AG Supplies.



Roy Deffler, Food Show Chairman with his wife Jackie Deffler (left) and Luzmary Jimenez, Vice President Blue Nile and AG Advertising.



Sedano's Managers - Angel Molina, Alejandro Abreu, Hugo Cagesso, Omar Santana, Luis Avon, Manuel Martinez, Jose Mateo, AG VP of Perishable, Doug Davis, AG CEO, Calvin Miller, Sedano's Managers - Tony Rodriguez, Roberto Alfaro, Ricky Rodriguez, Daniel Ortega, Miguel Segundo, Eddie Lluch, Jesus Pita, Rafael Oquendo, Felix Acosta, Leonid Ortiz, Nivaldo Prieto.



Ircania Jimenez, Supermercados Bravo, Santo Domingo, Dominican Republic, Yolanda Olivero and Barbara Lopez, AG Export and Rafael Monestina, Supermercados Bravo, Santo Domingo, Dominican Republic.



Calvin Miller, CEO, AG with Adriana Moyano and Jack Swart, Promoting.



Charlie Burns from Kehe, Jim Rines, Chairman of the Board, AG, his lovely wife, Fran Rines and Steve Szalay, AG HBC Servicing Manager.



Jennie Emmanuel and Delise Arnold from Consolidated Foods in St. Lucia, are welcomed by Jose Capellades, Sr. VP, Export for AG.



Calvin Miller, AG CEO and Christopher Miller, President, with David Duranti, Jan Ferguson and Harold Mann from Scaff's Market in Lake City, FL



Christopher Miller, AG President, Loly Pinilla, Executive Assistant to Christopher Miller, Calvin Miller, AG CEO and Pedro Penton of Tecnica



Maudeline Cooper, Jammie Joseph and Vernique Stubbs from Solomon's Group in Freeport with Maria Hernandez, Export AG and Mario Simmons, International Sales Rep, AG.



Jose Castro and Leo Ramos, AG Sales and Jose Herran Jr., Sedano's Supermarkets.



Spiros Mamais from Super Baru in Panama spins the AG Wheel of Fortune in the Private Label Booth with Claudia Pelaez, AG Sales and Chris Lavoy, VP of Store Brands, AG.



Amaury Portela, VP of Business Development for AG and Mario Simmons, International Sales Rep for AG welcome Maudeline Cooper and Jammie Joseph with Solomon's Group in Freeport, Bahamas.

# ★ Our Customers make it All Happen! ★



Keith Louis, AG Sales welcomes Alton Weekley and Troy Montero from Fausto's Gulfstream Food Store in Key West, FL.



Alfredo Guante and Miguel Ruiz are welcomed by Bobby Fortunato, AG Sales.



Junior Diaz from Neighbor's Market in Sunrise, FL, Eddie Hernandez from Price Choice #3 in Miami, FL are welcomed by Chris Lavoy, VP Store Brands, AG



Kirk George, VP Distribution and Business Development welcomes Maureen Williams with Cee's Super Store in Turks and Caicos.



Manny Chacon, AG Sales, Yno Diaz, Price Choice #8, #9 & #7, Miami, FL and Gregg Young, Sr. VP Sales, AG.



Amaury Portela - VP Business Development, AG and Domingo Then, Tropical Supermarket, Miami, FL.



Gregg Young, Sr. VP Sales for AG, Brent Hidde from Sedanos, Manny Chacon, AG Sales, Georgina Perez, Sr. Executive VP, AG, Leo Ramos, Jose Castro, AG Sales, Lynda Echelberger, Head Buyer, AG and Jose Herran Jr., Sedano's Supermarkets.



Bob Sawyer, AG Sales welcomes Jan Ferguson and David Duranty from Scaff's Market in Lake City, FL.



Jose Castro, AG Sales, Blanca Gonzalez, La Orquidea Market, Miami, FL, Leo Ramos, AG Sales, Lian Gonzalez from La Orquidea Market, Miami, FL and their children.

# Our Customers' Success is Our Success!



Leo Ramos, AG Sales, Carlos Barrios from Hialeah and Sunrise Tropical with Jose Castro, AG Sales.



Jose Capellades, Sr. VP, Export, Guillermo Handal from La Antorcha in San Pedro Sula, Honduras and Christopher Miller, President, AG.



Kirk George, VP, Distribution and Business Development, AG Welcomes Faye Ogilvie and Noel Dick from Jonas and Brown in Grenada.



Christopher Miller, President, AG with Jorge Quintana and Alexis Reyes of Supermercados Colonial, San Pedro Sula, Honduras with Dr. Thomas Haggai, Chairman, IGA, Chris Lavoy, VP Store Brands, AG and Brian Horrigan IGA



Christopher Miller, President, AG welcomes Willie Hamed and Mafi Hamed from Plaza Extra in St. Thomas and St. Croix. Also pictured are Abraham Hamed, Eyad Hamed and Raed Hamed from Plaza Extra, Pat Lewis, Bertha Rangel, Alepsandra Reyes and Madeline Lopez, AG Export Department.



Creslie Estillore and Junior Webb from Ling and Sons in Aruba are welcomed by Maria Hernandez, AG Export.



Lewis Weaver, AG Sales with Felix Peralta from La Placita Market in Delray Beach, FL.



Lewis Weaver welcomes Ray Mali from Kings Market in Kissimmee, FL.



Clifton Fernander and Debra Swann, Super Value Stores, Nassau Bahamas are welcomed by Calvin Miller, CEO, AG.



Christopher Miller, President, AG, Dr. Thomas Haggai, Chairman, IGA and Calvin Miller, CEO, AG.



Christopher Miller, AG President welcomes Kristie Milam, Max Milam, Allen Milam, AG Board Director and A.J. Milam from Milam's Market in Miami, FL.



Christopher Miller, President, Associated Grocers welcomes to the Food Show Francisco Zelaya and Maria Urbizo from Supermercados La Colonia, San Pedro Sula, Honduras.



# CASINO Royale

## An Evening of Entertainment and Fun!



Christopher Miller, President of AG Presents Jimmy Weekley, AG Board Director, Owner of Fausto's Gulfstream Store in Key West, FL with the award for Domestic Grocery Merchandising Retailer of the Year Award. Also pictured are Jose Capellades Sr. VP, Export, Amaury Portela, VP Business Development, Gregg Young, Sr. VP Sales and Chris Lavoy, VP Store Brands for AG.



Christopher Miller, President, AG presents Nadia Barbara from Comisariato Los Andes, San Pedro Sula, Honduras with the International Grocery Merchandising Retailer of the Year Award. Also pictured are Jose Capellades, Sr. VP, Export, Amaury Portela, VP, Business Development, Gregg Young, Sr. VP Sales and Chris Lavoy, VP Store Brands for AG.



Felix Dominguez, the winner for Domestic Perishable Merchandising Retailer of the Year is presented with his plaque. Also pictured are Roy Deffler, VP Special Events and Rental Properties, Christopher Miller, President, AG, Jose Capellades, Sr. VP, Export, Amaury Portela, VP Business Development, Gregg Young, Sr. VP. Sales and Chris Lavoy, VP. Store Brands, AG.



Cornelius Glenwood, Frank La Verde and Joe Alicandro from Starfish Markets are presented their award for International Perishable Merchandising Retailer of the Year by Chris Lavoy, VP Store Brands, AG.



Lynda Echelberger, Head Buyer, AG with Rafael Castro, Sabor Tropical Supermarkets and his daughter, Stephanie Castro, one of our prize winners at our Casino Night. Also pictured, Marcia Castro and Christopher Miller, President, AG.



Christopher Miller, President, AG and Lynda Echelberger, Head Buyer, AG present David Meyers from Bagcraft with his prize at our Casino Night.



Howard Elkin, Buyer for AG enjoys the AG Casino Night at our Show.

## We Thank All Our Customers for an Amazing Show!

## 32 BookReview

## Great Gluten-Free Vegan Eats from Around the World

Fantastic, Allergy-Free Recipes Full of International Flair

By: **Allyson Kramer**

One of the most frustrating aspects of a restricted diet is the lack of options for eating out and take-out food. What is a delicious and diverse range of prepared food available for most of us can be a daunting list of off-limit items for people who, for any reason, cannot consume animal products or gluten. Often, people on restricted diets are stuck in a meal rut consisting of the same safe food items and unable to enjoy the array of international options that most of us take for granted.

The obvious solution to this problem is also the healthiest—learn to cook your favorite meals at home. In the new book **GREAT GLUTEN-FREE VEGAN EATS FROM AROUND THE WORLD** (Fair Winds Press) author Allyson Kramer shows how easy and fun it can be to create some of the most beloved dishes from across the globe without any animal products or gluten.

With more and more people adopting a vegan or gluten-free diet (or both!), it's more important than ever to have recipes on hand that will greatly expand meal options to satisfy these restrictions. In **Great Gluten-Free Vegan Eats from Around the World** readers will discover how to make:

- European classics like Fig Pastries with Clotted Cream and English Cottage Pie
- Caribbean specialties like Jamaican Jerk Tofu and Plantain and Potato Soup
- African delights like Crispy Fried Basmati Rice Fritters and Sweet Coconut Orange Cookies
- And much, much more from the Americas, Asia, and the Oceanic!

All the recipes in **Great Gluten-Free Vegan Eats from Around the World** are vegan and gluten-free and most are accompanied by full-color photographs. Allyson, founder of [www.manifestvegan.com](http://www.manifestvegan.com) and author of **Great Gluten-Free Vegan Eats** (Fair Winds Press, 2012), makes it fun and easy for everyone to enjoy the most delicious dishes from around the world—and make them healthy too.

Paperback: \$21.99

## Preserving With Pomona's Pectin

The Revolutionary Low-Sugar, High-Flavor Method for Crafting and Canning Jams, Jellies, and More



Making jams and jellies is a tradition with deep history and delicious results. But often recipes call for more sugar than fruit, turning what could be a healthy, homemade treat into an achingly sweet spread.

In **PRESERVING WITH POMONA'S PECTIN** (Fair Winds Press) by Allison Carroll Duffy and the partners at Pomona's Universal Pectin, readers learn how to make jam using sugar-free and preservative-free Pomona's Universal Pectin, which requires no sugar to jelly. With Pomona's Universal Pectin, not only do jams and jellies take less sugar to make, but less time as well. And Pomona's Universal Pectin is readily available at natural foods stores, food coops, Williams-Sonoma, and many other retailers.

This first official Pomona's Universal Pectin cookbook shows readers how to use this revolutionary product and method to create and can marmalades, preserves, conserves, jams, and jellies.

This is the perfect book for both beginning and experienced preservers, and everyone in between.

Paperback: \$21.99

## Sweet Corn Spectacular

By: **Marie Porter**

The height of summer brings with it the bounty of fresh sweet corn. Grilled or boiled, slathered in butter and sprinkled with salt, corn on the cob is a mainstay of cook-out menus. But this "vegetable" can grace your plate in so many other ways. In fact, author and baker Marie Porter once devised an entire day's worth of corn-based dishes to celebrate her "corn freak" husband's birthday.

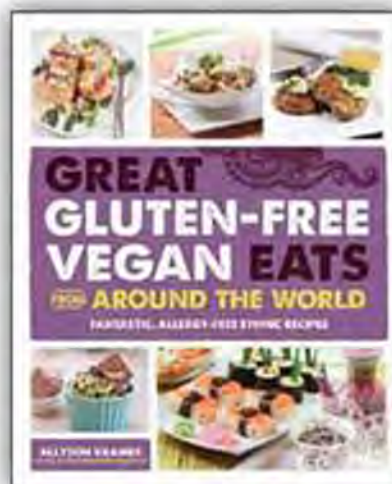
**SWEET CORN SPECTACULAR** displays Porter's creative and flavor-filled approach to this North American original, making tasty use of corn kernels in the categories of appetizers, condiments, main dishes, beverages, and, of course, dessert. She shares tips for preparing fresh corn, from boiling to steaming to grilling to smoking, and then the fun begins. Follow her detailed instructions to find sweet and savory success with Corn Soufflé, Roasted Corn and Potato Salad, "Midwest Goes Southwest" Hotdish, Sweet Corn Risotto, Sweet Corn Liqueur, and White Chocolate Sweet Corn Fudge. The recipes will inspire year-round use of this versatile ingredient and tasty experimenting in the kitchen.

**Sweet Corn Spectacular** is the third book in the Northern Plate series, celebrating the bounty of the Upper Midwest by focusing on a single ingredient, exploring its historical uses as well as culinary applications across a range of dishes. *Rhubarb Renaissance* by Kim Ode and *Modern Maple* by Teresa Marrone are other books in the series.

Marie Porter is an award-winning cake artist based in the Twin Cities. She has published books on an assortment of topics, including *The Spirited Baker*, *Evil Cake Overlord*, *Twisted: A Minneapolis Tornado Memoir*, and *Sewing for Skaters*.

Minnesota Historical Society Press.

Paperback: \$16.95, 128 pages



## Video

God Don't Make the Laws  
His Past Will Change Their Future

A tragic accident and a deal with the devil leave a small town frozen in time in **GOD DON'T MAKE THE LAWS**, coming to DVD and VOD from Green Apple Entertainment.

When a tragic accident claims the lives of Rockwell's beloved high school basketball team, time in the picturesque town stands still ... literally. In that fateful moment, a deal is made with the devil and sickness, aging and death cease for those left behind.

Decades pass and, although life may be boring for the good town folk, they are comforted by their assured wellbeing. But when a mysterious drifter with a sordid past blows into town, the stranger stirs up the long-buried past and the hands of time begin to move forward once again.

A sneeze turns into a cold, a disagreement turns to violence and violence leads to death ... Soon they discover that time waits for no one.

**God Don't Make the Laws** won Best Feature Film at the 2012 Los Angeles Film Festival and is presented in widescreen with an aspect ratio of 16x9 (1.78:1) and 5.1 Dolby Digital Surround Sound.

Running Time: Approx. 100 Minutes  
Suggested Retail Price: \$24.98



## Masquerade

The King of Façade His Nobility is of the Heart ... Not His Blood

Political intrigue, betrayal, peril and forbidden romance play out in the lavish, critically acclaimed historical drama **MASQUERADE**, debuting on DVD from CJ Entertainment America (distributed by Inception Media Group).

Political intrigue, betrayal, peril and forbidden romance play out in this lavish, critically acclaimed, epic drama set in the royal palace of Korea's ancient Joseon Dynasty.

Amid national chaos and fear for his life, tyrannical King Gwanghae (Byung-hun Lee, *G.I. Joe: The Rise of Cobra*, *G.I. Joe: Retaliation*, *Red 2*) orders his trusted counselor to find a royal body double. He recruits a crude, working-class peasant, Ha-seon (Lee in a dual role), a village performer who bears a startling resemblance to the ruler.

When the king falls into a coma from poisoning, he is secreted away to recover and Ha-seon reluctantly assumes the throne, forced to pull off history's biggest masquerade. Narrowly evading exposure or yet another assassination attempt by his power-hungry court, he stumbles through his daily rituals and onerous royal duties ... covertly coached by the king's stoic chief advisor and chief eunuch.

Soon, however, Ha-seon finds he must follow his own heart — no matter what the price — to save his country from collapse and its oppressed people from despair.

Inspired by the true premise of 15 days that are mysteriously missing from the recorded annals of the Chosun Dynasty, **Masquerade** has received widespread critical acclaim in the U.S. and broke box office records in Korea, grossing nearly \$161.5 million worldwide (including nearly \$1 million in the U.S.).

Running Time: Approx. 132 Minutes Plus Special Features: 40 Minutes  
Suggested Retail Price: \$26.98

Stripped  
In Vegas, Some Girls Take More than Money

Based on true events, a Vegas-style birthday bash goes terribly wrong in the horrifying thriller, **STRIPPED**, bearing all on DVD from Inception Media Group.

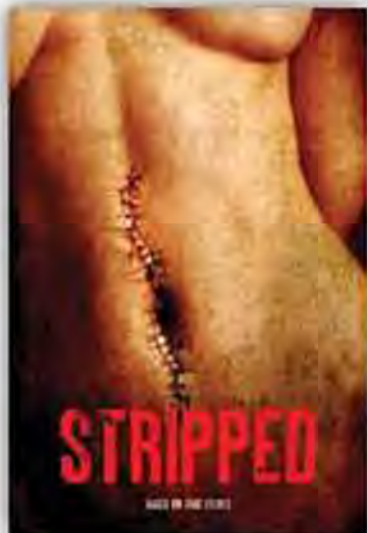
To celebrate a 21<sup>st</sup> birthday, four friends embark on a road trip to Vegas — anticipating debauchery and memories that will last a lifetime — with Cameron recording the entire raucous excursion.

Once on the fabled strip, the guys waste no time getting the revelry started, arranging to meet strippers and undaunted by the girls' request to hook up in a remote location.

But the party abruptly ends when they discover the strippers actually work for an organ trafficker ... and now, they're in for the fight of their lives!

A horrifying story based on real-life events.

Running Time: Approx. 80 Minutes  
Suggested Retail Price: \$26.98





# Backpacks for Jamaica, Thanks to the Staff of a Boca Raton Businessman

Sixty-six new backpacks with supplies for students 3 to 6 years-old were carefully packed by a small assembly line of employees of Purity Wholesale Grocers, Inc., based in Boca Raton, FL, and donated to Food For The Poor. This outburst of generosity was sparked when their boss and CEO of Purity Wholesale Grocers, Jeff Levitz, shared photos and a video of his recent trip to Jamaica.

But this was no ordinary island getaway, the Levitz Family Foundation funded the construction of a basic school through the relief and development organization Food For The Poor, and in May the school was inaugurated in Steerfield, St. Ann, Jamaica. Staff members in the Florida office of Purity Wholesale Grocers wanted to do something for the students, so they put the word out to other staff members in the Chicago and Scottsdale offices, and the donations poured in.

"I was amazed that so many of the staff members with Purity Wholesale Grocers took it upon themselves to collect these backpacks for the students attending the basic school in Jamaica," said Levitz. "The school was built through the Levitz Family Foundation, and the staff came together like family and did this great thing on their own accord. This touched me very much."

Steerfield, a rural community that sits in a valley, is located some 30 miles from the iconic tourist destination of Ocho Rios. For more than a decade, 3- to 6-year-olds have attended school in the Steerfield Community Center, which had no kitchen, no sick bay and no private bathrooms. It was overcrowded, unbearably hot and infested with wasps.

"Food For The Poor has committed to build 50 basic schools within



■ PURITY WHOLESAL GROCERS' CEO Jeff Levitz cuts the ribbon marking the official opening of the schoolhouse.



■ Sixty-six new backpacks with supplies for students 3 to 6 years-old were carefully packed by a small assembly line of employees of Purity Wholesale Grocers, Inc. and donated to Food For The Poor for use at the new Steerfield Basic School.



■ The Levitz Family Foundation, working in conjunction with Food For The Poor and employees of Boca Raton-based Purity Wholesale Grocers, Inc. funded the construction of this new school in Steerfield, St. Ann, Jamaica. Steerfield is a rural community located about 30 miles from Ocho Rios. Food For The Poor has committed to build 50 basic schools within 50 months in celebration of the island nation's 50th Anniversary of Independence.



■ For more than a decade, 3- to 6-year-olds have attended school in the Steerfield Community Center, which had no kitchen, no sick bay and no private bathrooms.

50 months in celebration of Jamaica's 50th Anniversary of Independence, which was Aug. 6, 2012," said Robin Mahfood, President/CEO of Food For The Poor. "But none of this would be possible without the loving support of our donors. What the Levitz Family Foundation has done is a real blessing, especially for the children attending their new school in Steerfield."

Each basic school constructed will have an office, sick bay, kitchen, bathrooms, and one large classroom that can be subdivided into three learning spaces. There's an average capacity of 40 students per school, but depending on the size

of the structure, up to 100 students can attend. There's typically one teacher and a teacher's assistant in the smaller schools, and three or more in the larger schools.

"We plan to go back to Jamaica to build two more schools. These schools are not projects that we will do and then walk away, we want to continue to support these schools and help the students to succeed," said Levitz. "So this will be an ongoing project for us."

Levitz plans to travel in September with Food For The Poor to deliver the 66 new backpacks and school supplies to the students attending Steerfield Basic School.

## ■ Sunstar Americas Launches

### GUM Crayola Squeeze-A-Color Toothpaste

Sunstar Americas, Inc., a leading global oral healthcare company, has announced the launch of the GUM Crayola Squeeze-A-Color Toothpaste, the latest addition to its comprehensive portfolio of children's oral hygiene products. Squeeze-A-Color Toothpaste joins the full line of GUM Crayola Toothbrushes and Flossers designed to make brushing a fun and healthy experience for children.

GUM Crayola Squeeze-A-Color Toothpaste comes in a variety pack of child-friendly tubes (1.5 oz. each) with three non-staining colors and three yummy flavors - Blueberry Burst (blue), Melon Blast (red) and Jazzy Apple (green) - to keep children interested in the brushing experience. Safe for use by children ages 2+, the patent-pending small nozzle cap design of the tubes empowers kids to get creative by mixing and matching colors and flavors, while helping to reduce toothpaste messes, waste and encourage the use of the right amount of toothpaste. GUM Crayola Squeeze-A-Color Toothpaste is not only fun to use, it also provides the dentist-recommended fluoride and other health benefits parents depend on, including a low-abrasive formula which gently cleans while strengthening young teeth and helping to prevent cavities.

"Getting kids to brush their teeth is always a challenge," says Richard Demke, DDS, Senior Director of Technology & New Product Development at Sunstar Americas, Inc. "With the unique flavors and patent-pending design of the GUM Crayola Squeeze-A-Color Toothpaste, children will be inspired to find the fun in brushing and brushing will finally be a less stressful part of every parent's day."

The GUM Crayola Squeeze-A-Color Toothpaste will be available for the suggested retail price of \$3.99 - \$4.99.



## Magnetic Sinkware Provides New Home for Kitchen Cleaning Products

Magisso's line of Magnetic Holders removes cleaning products like sponges, kitchen cloths and brushes from their unsightly countertop position and stores them neatly within the kitchen sink for easy access and a more hygienic space.

By letting the cleaning products hang dry within the sink, Magisso's Magnetic Holders are a smart way to keep kitchen counters free of germs and clutter, while keeping necessary cleaning products at consumers' fingertips.

With their patented magnet fitting, the Magnetic Holders are easy to install without needing any tools. The Holder is placed on the desired spot in the kitchen sink, while the counter magnet is placed on the corresponding location on the outer surface of the sink, inside the kitchen cabinet.

Available Magnetic Holders include:

- Magnetic Kitchen Cloth Holder (stainless steel) - available in straight or curved for round sinks
- Magnetic Multiholder (stainless steel) - designed to hold sponge or brush
- Magnetic Kitchen Cloth Holder (plastic) - available in black or white
- Magnetic Dish Brush Holder (plastic) - available in black or white
- Magnetic Dish Sponge Holder (plastic) - available in black or white

Stainless steel Holders retail for \$54.99, while plastic Holders retail for \$30.99.



# 34 Hospitality

## Bull Shed Restaurant Celebrates More Than a Facelift

One of Kauai's Favorite Restaurants Celebrates all Things New and a Few Oldies Too.

**T**he Bull Shed Restaurant, a restaurant that has been serving some of Kauai's best steak and seafood for the past 40 years, recently unveiled a new look, new menu and new wine list, while holding onto a few of its iconic favorites. Having built a reputation for the finest Prime Rib and best ocean views on the island, guests can now expect to find a splashy new atmosphere with some great new flavors at their favorite oceanfront restaurant on Kauai's Coconut Coast.

The new design incorporates all new furnishings, carpeting, lighting and wall coverings, while staying true to the same relaxed atmosphere the Bull Shed has always been known for. "Aligning our quality food and excellent service with the updated look of our restaurant was the goal. We are excited for our guests to come see our new design and try some of our new menu items," said Robin Dame, General Manager of the Bull Shed Restaurant. "Some of the exciting changes we have made include the addition of a pupu menu, additional offerings for our combination plates, new toppings for our famous steaks and a largely expanded wine list that now includes some of the best wines from around the world."

Industry professionals, local pacesetters, and esteemed owners, all gathered on June 20<sup>th</sup> to celebrate the Bull Shed Restaurant's official Grand Re-Opening. The event included a traditional Hawaiian blessing, maile lei cutting ceremony and a pupu and cocktail networking affair. Mayor Bernard Carvalho Jr., KVB Executive Director Sue Kanoho, Bull Shed owners Gary Oda and Rick Fried, and Expedia Director of Market Management Julie Morikawa were among the prestigious attendees.

Guests will continue to enjoy the spectacular views, signature dishes and the newly expanded menu options when they visit the Bull Shed Restaurant.

The Bull Shed Restaurant has been managed by Castle Resorts & Hotels since August 2012. Plans for renovating this iconic location have been in the works since the change in management. Castle Resorts & Hotels also manages neighboring resort properties Kauai Kailani and the Mokihana.

Since 1973, The Bull Shed Restaurant has been serving the very best steak and seafood to Kauai locals and visitors alike. Its unique menu offers a combination of world famous bone-in rib eye steak, Australian rack of lamb and the island's very best lobster and seafood combination plates. The restaurant's ambiance, set at the ocean's edge, is second to none. The Bull Shed Restaurant is located at 4-796 Kuhio Highway, Kapaa, HI.



■ BULL SHED General Manager, Robin Dame.



■ THE BULL SHED RESTAURANT located in Kapaa, Hawaii has been serving some of Kauai's best steak and seafood for the past 40 years. It recently unveiled a new look, new menu and new wine list, while holding onto a few of its iconic favorites.



■ Mixed Grill Plate



■ BULL SHED'S signature Prime Rib Dinner



■ Steak and Shrimp Dinner

## Burger 21 Announces Expansion Plans for Orlando Market

Burger 21, a new better burger franchise founded by the owners of The Melting Pot Restaurants, Inc., is targeting additional areas in the Greater Orlando market for future development in 2013. Target cities include Winter Park, Altamonte Springs, Winter Garden, Lake Mary and Celebration. To date, Burger 21 has six restaurants open in Florida and 18 franchised locations in development along the East Coast.



"Our crafted burgers, hand-dipped shakes and menu variety have allowed us to stand out among better burger concepts in Orlando since opening our very first franchise location there in November," said Mark Johnston, Burger 21 president and chief concept officer and president of Front Burner Brands, management company for Burger 21. "Because of the incredible success the brand has experienced in the market, we're boosting our development efforts by offering up additional opportunities for entrepreneurs to own a Burger 21."

Burger 21 currently has two locations in Orlando -- one at the Shoppes at Millenia, which opened in November 2012, and the other near the University of Central Florida (UCF), which opened in February.

"I'm thrilled with how the community has responded to Burger 21. They're wowed by the decor, environment and especially the menu. Most come in expecting fast food, but as soon as they bite into our fresh burgers, they taste the difference," said franchisee Daniel Torres, whose UCF location attracts a wide variety of customers, from college students and area business professionals to families and grandparents. "It's rewarding to hear such positive reactions from customers and I really look forward to opening a second location in the coming months."

Franchisee Dennis Saller, who owns and operates one location at the Shoppes at Millenia and aims to open two more over the next five years, said, "The brand has caught people's attention very quickly and now we are a talked-about restaurant in Orlando. Every day since we opened, we've been greeting first-time customers who heard about us through word of mouth. People are really talking about the Burger 21 experience of great food and great customer service, and then going out and telling friends and family."

To further fuel Burger 21's national expansion, the company is actively seeking qualified franchisees.

Since launching its aggressive growth plan in Fall 2011, Burger 21 has signed franchise agreements with 10 different entities in seven states to develop a total of 20 franchised units in cities along the East Coast from New York to Florida.

Burger 21 is seeking single- and multi-unit operators with restaurant experience to join its upscale fast casual dining concept.



■ ORLANDO PREDATORS WIN the National Burger Battle Championship sponsored by Smokey Bones Bar & Fire Grill. Along with the title, the team received an extra \$5,000 for its charity, Summer of Dreams. So far, more than \$30,000 has been raised for charities across the country.

## Orlando Predators Win National Burger Battle Championship

### Smokey Bones Raises More Than \$30,000 for Local Charities

In just under twelve minutes, a new National Burger Battle Champion recently was crowned. And it was a team skilled in speed that took home the top prize. The Orlando Predators, Orlando's Arena Football Team, beat the Orlando Firefighters as well as more than 60 other teams across the country, to win the competition. The team of six finished in First Place in the timed relay eating contest, finishing their burgers in 11 minutes and 49 seconds. Along with the title, the team will receive an additional \$5,000 for its charity, Summer of Dreams. While the Predators were the fastest nationally, two firefighter teams were hot on their heels. In Woodbridge, VA (Washington, D.C. metro area) the Prince William Fire Department came in Second Place with a time of 14:12, and the Margate Fire Department near Ft. Lauderdale, FL finished in Third Place at 14:33.

This is the third year Smokey Bones Bar & Fire Grill has organized and sponsored the national event. Across the country teams in 32 markets, firefighters, police officers, sports teams and others went to battle. The Burger Battle was developed to honor the Smokey Bones Build Your Own Burgers, with burgers being America's most popular food item, while at the same time generating fun and helping raise money for local charities. So far this year, Smokey Bones has raised more than \$30,000 for charities as part of the event. And the donations will continue to be collected at Smokey Bones restaurants across the country all this month when guests order any of the specialty burgers being featured on the menu.

Roger Drake, Senior Vice President of Marketing at Smokey Bones Bar & Fire Grill is thrilled with the results. "All the teams were really excited to be part of this event," said Drake. "They battled hard to raise funds for their charities, and we all had a lot of fun in the process. Now we begin the task of making next year's annual Burger Battle event even bigger and better."

## Morrison Joins the Partnership for a Healthier America

### Becomes First Healthcare Food Service Contract Company

Atlanta-based Morrison has become the first healthcare food service contract company to commit to The Partnership for a Healthier America (PHA) and its Hospital Healthy Food Initiative. Morrison's commitment along with that of its clients could impact 41 million patients served annually and 403 million guest meals sold in cafes, vending areas and kiosks annually.

"This commitment is an extension of our already well-established wellness platform

initiatives and programs, which align with PHA goals and the mission of their organization," said Tim Pierce, CEO, Morrison. "We've been at the forefront of the industry on health and wellness for more than two decades. The PHA partnership is an extension of our philosophy of offering wholesome, nutritious, and better-for-you foods and will allow us to make healthier choices easy and even more accessible to millions of patients, staff and visitors."

The PHA Hospital Healthy Food Initiative seeks to move healthcare institutions toward delivering nutritious options to meet the needs of the children, families and communities they serve. In joining the initiative, Morrison agrees to make a commitment to adopt standards for nutrition labeling, healthy food marketing,

wellness meal offerings, elimination of deep fat fryers, increases in healthy beverages and increases in fruits and vegetables offered.

"Morrison's commitment not only brings more healthy options to patients, staff and the families and friends of those they care for; it also reaches beyond the walls of the hospitals to impact the entire food system," said PHA CEO Lawrence A. Soler. "Today's announcement will dramatically increase the number of hospitals that are part of PHA's Hospital Healthy Food Initiative, the single most expansive effort in hospital food and nutrition in the industry. We are thrilled that Morrison is joining the fight to increase access to healthier options, so that people who want to can make the healthier choice."

"We believe we have a responsibility to help

change people's lives through healthier food environments," Pierce said. "By joining with PHA, we can help hospitals in their mission of becoming models of healthful eating and implementing practices that support a more robust and healthier food system. We want to support healthcare institutions as they encourage behavioral change in the hospital environment and the community."

In 2010 Morrison became the first national contractor to sign the Healthy Food in Healthcare Pledge from Healthcare Without Harm. Morrison has also implemented the purchase of rBGH free dairy products, meat without the routine use of antibiotics as well as working directly with suppliers to eliminate added trans fats and to reduce sodium in food processing.

## New Products Designed to Cut Costs for Professional Chefs

Major Products, a leading multinational manufacturer of high quality stocks, sauces and gravies that are used by many professional chefs, has launched three new product lines with the emphasis to diversify its current array of offerings within the food industry.

With a focus on flavor delivery, convenience, flexibility and authenticity, Major Products uses only the finest ingredients to deliver exceptional flavors with an authentic taste and aroma.

"For more than 60 years our mission at Major Products has always been to deliver on flavor, presentation, convenience and affordability. Our products are made with the highest quality ingredients and inspired by professional chefs," says Sales & Marketing Director of Major Products, David Bryant. "We expect these exciting new lines to be embraced by the food industry and generate brand interest."

The new Mari-base Marinades produce succulent results with minimal effort. The range of eight outstanding marinades can be used to flavor meat, fish or vegetables. The water-based marinades are ideal to add rich flavor to salads, sauces and even soups.

Major Products believes the secret to a successful recipe is bold flavor, and created the new Fruit Bases to provide an intense burst of natural fruit. With endless applications, the Fruit Bases are perfect for creating mouth-watering desserts, toppings, sauces, pastry fillings or even hand-crafted cocktails.

The new Shellfish Glace will boost finished sauces by giving desired recipes a fresh seafood flavor. This rich, velvety glace is a great addition to crab, shrimp and mussels dishes and will enrich sauces, soups as well as risottos and chowders.

## Kings Family Restaurant Names New President

Kings Family Restaurant, a Western PA-based restaurant chain, announced today the appointment of Chris Whalen as president of KCS Management, a holding company and operator of Kings Family Restaurant, effective May 2013.

"Chris has been with the Kings family for the past twelve years and has a proven record of leadership," said Hartley C. King. "His fresh thinking will help us achieve our goal of making every dining experience at Kings Family Restaurant better than the last by exceeding our guests' expectations."

Founded in North Versailles, Pa., more than 46 years ago by Hartley C. King, Kings Family Restaurants are dedicated to providing guests with a selection of good food at a good value. Today, Kings Family Restaurants are proud to serve customers in more than 30 locations in Pennsylvania and Ohio.

Whalen has been with Kings Family Restaurant since 2001, serving previous as vice president of finance. While in that role, Kings launched the Kings Rewards program, which is one of the most successful rewards program in the region with hundreds of thousands of members. Additionally, Kings made numerous upgrades to its kitchen and store automation systems.

With more than 30 years of experience in finance, Whalen is a restaurant-industry veteran who has a successful track record in the Pittsburgh region. Prior to joining Kings Family Restaurants, Chris served as financial controller for P&L foods, an operations and development company of 115 Boston Market Restaurants. Whalen has also held management positions at General Nutrition Inc. International and America Health Companies.

"I'm pleased to take on this position and carry on the Kings Family tradition of serving guests homemade meals with high-quality, brand name products," said Whalen. "My priority in this new role will be to enhance our menu with fresher and healthier foods, while still having fun with our menu. I want people to notice positive changes every time they come into a King's Family Restaurant."



■ CHRIS WHALEN

# 36 Technology

■ New EBT System Debuts

## Electronic System to Improve Access to Healthy Food for Florida's Children

A TODAY'S GROCER

Exclusive Report

State Surgeon General and Secretary of Health Dr. John Armstrong joined recently, with State Representative Jose Felix Diaz, District 116, and Florida Department of Health/Miami-Dade Administrator Dr. Lillian Rivera to publicly launch the Women, Infants and Children (WIC) program's transition to an electronic benefit transfer (EBT) system. A ribbon cutting ceremony took place, August 5, at Florida Baby Food Center, a WIC grocery store in Miami. Later that day, state officials made the rounds of a number of Miami-Dade food stores participating in the program's introduction. A pilot project in Miami-Dade County began on July 1 as a part of the statewide rollout of EBT to better serve Florida's families in need. The new program initially debuted at 22 pilot stores.

"This launch is a great achievement for Florida's families in need," said State Surgeon General and Secretary of Health Dr. John Armstrong. "WIC EBT makes it easier to connect nutritious foods offered through WIC to healthier outcomes for babies, kids, and moms."

"I am pleased to see WIC transition to an electronic benefits model which will be more efficient, cost-effective, and reliable," said Representative Jose Felix Diaz, who serves Florida's 116th House District. "WIC is supposed to help



■ In-store signage points to the availability of WIC-approved products.

families live healthier lives, and that goal could not become a reality without small business owners and community leaders that are willing to provide a service by accepting WIC and other electronic benefits."

The event recognized a milestone in that Florida was the first state to simultaneously implement a new WIC participant data system and bring EBT services online, accomplishing both projects in less than a year. The transition from paper checks to WIC EBT delivers benefits more efficiently to families as well as Florida's 2,000 WIC authorized grocers. Paper checks will no longer be required and the electronic card will allow for faster checkout times and easier processing of benefits.

With the EBT, Florida's authorized WIC grocers will see as much as a 90 percent reduction in processing costs. The new electronic accounts virtually eliminate the need for



■ Brad Christy, WIC Operations Manager, State of Florida (center) and Frank Diaz, Vendor Manager, Florida Department of Health, WIC and Nutrition Program (right) pictured at Bravo #9, 10400 NW 7<sup>th</sup> Avenue in Miami, along with Bravo store management Freddy Crisostomo, Raifiz Vargas and Vladimir Baez (second right).

The new electronic accounts virtually eliminate the need for manual processing and WIC will be able to reimburse the grocer for foods purchased within one business day, significantly reducing the reimbursement time period.



■ SHOPPING THE STORE for WIC approved products are Sandy Benton-Davis, Branch Chief, WIC Program, Southeast Region, RNS and Victoria Martinez, WIC Program Manager.



■ OUTSIDE SIGNAGE at the entrance to the Bravo Supermarket located at 10400 NW 7<sup>th</sup> Avenue promotes the store's participation in the new program.

nutrition counseling to needy families. Florida's WIC Program operates 220 sites throughout the state where families improve their diet and food choices with the assistance of licensed nutritionists and nutrition educators. WIC aims to improve the health of pregnant women, new mothers, and their children from birth to five years of age by providing the best nutrition possible to help them learn and be successful in school and society.

DOH protects, promotes and improves the health of all people in Florida through integrated state, county and community efforts.



■ FLORIDA WIC EBT - With the EBT, Florida's authorized WIC grocers will see as much as a 90 percent reduction in processing costs.



■ WIC Program Officials join with Bravo Supermarkets management during an in-store demonstration for the newly-launched E-WIC Program which has begun in Miami-Dade County.



■ TECHNICA BUSINESS SYSTEMS representatives Guillermo Arinez, Luis Winkfried, Luis Cambra, Carlos Sanchez joined with Frank Diaz, Vendor Manager, Florida Department of Health (right) at the checkout counter of a Bravo supermarket in northwest Miami-Dade county. Technica is working closely with the state and area grocers to facilitate the smooth implementation of the new program.



■ SCANNING THE NEW CARD - Sandy Benton-Davis and Victoria Martinez try out the new Florida WIC EBT card at Bravo Supermarket in Miami, Florida.

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## Anheuser-Busch 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."

Ricardo Tadeu will serve as Zone President Mexico and Chief Executive Officer of Grupo Modelo. Mexico will become AB InBev's seventh Zone. Grupo Modelo's headquarters will remain in Mexico City, and it will continue to have a local board, which will be appointed by AB InBev at the next shareholders meeting of the company. Carlos Fernandez, Maria Asuncion Aramburuzabala and Valentin Diez Morodo have been invited to continue to play an important role on Grupo Modelo's Board of Directors.

Maria Asuncion Aramburuzabala and Valentin Diez Morodo will also join AB InBev's Board of Directors, subject to the approval of AB InBev's shareholders at the next shareholders meeting.

In connection with the completion of the combination, AB InBev announced the successful settlement of the all-cash tender offer for the remaining shares of Grupo Modelo that it did not already own for \$9.15 per share.

## Shop-Rite Supermarket in Vineland Opens

Continued from **PAGE 2**

cial loans, real estate loans, lines of credit, deposit products and full service cash management.

As part of last year's United Nations declaration of the International Year of the Cooperative in 2012, the Bank is continuing one of the initiative's main principles to promote the growth and stability

of cooperatives. This is also a key mission of the Bank, which was established to meet the very needs of this community. As a cooperative itself, the Bank is able to work closely with its customers and build financing solutions tailored to address the needs of each member-owned organization.

The Shop-Rite on Delsea Drive is part of a new retail shopping center

being built on a vacant parcel of land owned by the City of Vineland. The City is undertaking a redevelopment of the area, spending a significant amount remediating environmental issues and funding the demolition of buildings. The proposed project is expected to serve as a catalyst for the future growth of the area as outlined in the City Redevelopment Plan.

## Flowers Foods Completes Bakery Acquisitions

Continued from **PAGE 2**

our strategy to grow our fresh baked foods through market expansion and acquisitions," said Allen L. Shiver, president and chief executive officer. "Consumers across much of the country can expect to see these well-known and loved bread brands returning to store shelves over time."

Flowers' direct-store-delivery system reaches from Maine to Florida and extends throughout the South, Southwest, and west to California. Over the last decade, Flowers has more than doubled

the reach of its fresh bread brands—from 38% of the U.S. population in 2003 to 77% of the population today. "We will continue our methodical market expansion, re-introducing the newly acquired brands into markets we currently serve and into new markets as we steadily expand into new regions of the country," Shiver explained.

Earlier this year, the company announced its bid to purchase the assets for \$360 million, and the bankruptcy court approved the sale in March. On July 8, Flowers received regulatory approval

pursuant to the Hart-Scott-Rodino Act. The final acquisition price was adjusted to \$355 million as a result of a contemplated purchase price adjustment related to the Butternut trademark.

Shiver said, "Our team has been keenly focused on serving the needs of our customers and the marketplace, and we are seeing the results of our efforts. First quarter sales were up 25.9%, driven primarily by new business gained following Hostess' exit from the market in November 2012 and by incremental sales from previous acquisitions."

## Kroger Names New Senior Leaders

Continued from **PAGE 2**

associates working in 98 Kroger stores in Kentucky, southern Illinois and southern Indiana.

JAYNE HOMCO, formerly vice president of merchandising for Kroger's Southwest Division, has been promoted to president of the Michigan Division. She replaces Going. Homco joined Kroger in 1978. She was promoted to vice president

of merchandising for the company's QFC division in 2004 and took on her current role in 2007.

The Michigan division includes nearly 16,000 associates working in 129 Kroger supermarkets in Michigan.

ERIN SHARP, previously vice president of operations for Kroger manufacturing, has been promoted to group vice president of Kroger manufacturing. She replaces

Kaufman. Sharp joined Kroger in 2011 in her current role. Previously, she served as vice president of manufacturing for the Sara Lee Corporation. In that role, Sharp led manufacturing and logistics operations for the central region of their U.S. Fresh Bakery Division. In her new role, Sharp will oversee approximately 7,000 associates working in 37 food processing plants in the United States.

## Mark Baum Joins FMI as Sr.V.P. of Industry Relations

Continued from **PAGE 2**

Group LLC, a leading consulting advisory firm specializing in business, market and customer development.

"Each link in the food chain acknowledges the need for more effective collaboration among all industry participants to minimize replication of efforts, maximize efficiencies and provide American consumers with desired products in a more cost-effective and efficient manner," said FMI President and CEO Leslie G. Sarasin. "Mark's intricate knowledge and working relationships in every as-

pect of the food industry uniquely qualify him to help industry leaders recognize areas of overlap, common interest and potential for improved efforts to create a more efficient supply chain and improved consumer shopping experience. Couple all that with his winsome ability to strategically develop practical plans, and the addition of Mark to FMI's leadership team magnifies our ability to help the industry make the crucial move from recognition of challenges to implementation of solutions."

Total Store Collaboration is a key

component of FMI's new strategic plan. A first step of this component's implementation will be to establish a broad-based retailer and supplier forum that will create tighter industry connections to unify efforts and outcomes on topics of common interest. This will entail engaging a wide variety of retail food partners — food and beverage, fresh products, private brands, general merchandise and health and beauty care to name a few — with the goal of focusing FMI's energies on delivering specific, significant and tangible results to address priority issues.

## Three to be Inducted into Refrigerated Food Hall of Fame

Continued from **PAGE 2**

dising display cases for the food industry. Hussmann's innovations are acclaimed as crucial elements in the development of the modern supermarket.

NEVIN B. MONTGOMERY is the former President/CEO of the National Frozen & Refrigerated Foods Association. Montgomery joined the organization as Director of Membership in 1973 when it was the National Frozen Food Association (NFFA). Over his 36 years with the association, he served as Director of Education, Vice President, Executive Vice President and was named President in 1984 until his retirement in 2010. With Montgomery's keen fiscal management, excellent investment strategies, and plan for increasing membership, member services and revenue streams, the association thrived. Under his leadership, NFFA launched the first National Frozen Food Month in 1984, establishing the association's promotional focus and success that continues today. Embracing a changing industry, Montgomery spearheaded the incorporation of refrigerated dairy into the association. In 2001, the organization

became the National Frozen & Refrigerated Foods Association, and the first June Dairy Month promotion was launched as refrigerated dairy became an integral part of the association.

L.B. (LIVELY) WILLOUGHBY from Louisville, KY was 50 years old when he developed the concept of refrigerated biscuit dough and became the holder of the patent for the process back in 1931. He made up the dough, cut it into biscuits, packaged them in foil, put them in an Epsom salts can, and glued lids on both ends. The biscuits were marketed as Ye Old Kentucky Buttermilk Biscuits for about six months, and the biscuits were still fresh one week later after packaging. Willoughby then joined forces with Ballard & Ballard Co. and developed its own line of products under the Ballard brand. In 1951, Pillsbury bought Ballard & Ballard Co. and expanded the product line, using Willoughby's process. The shelf life of the product was consistently increased, and today the shelf life of refrigerated biscuits is two to three months. Pillsbury now has more than 80 products in the refrigerated baked goods category.

## Kroger and Harris Teeter Announce Merger Agreement

Continued from **PAGE 1**

also operates distribution centers for grocery, frozen and perishable foods in Greensboro, NC and Indian Trail, NC and a dairy facility in High Point, NC. Harris Teeter had revenues of approximately \$4.5 billion for fiscal year 2012.

"We are excited to welcome Harris Teeter to the Kroger family," said David B. Dillon, Kroger's Chairman and Chief Executive Officer. "Harris Teeter is an exceptional company with a great brand, friendly and talented associates, and attractive store formats in vibrant markets run by a first-class management team. They share our customer-centric approach to everything we do — from store format and merchandising to innovative loyalty programs. This is a financially and strategically compelling transaction and a unique opportunity for our shareholders and associates. We look forward to bringing together the best of Kroger and Harris Teeter while continuing to operate and grow the Harris Teeter brands. Together, we can continue to deepen our connections with customers across all of our markets."

Thomas W. Dickson, Chairman of the Board and Chief Executive Officer of Harris Teeter stated, "Harris Teeter has a long track record of creating shareholder value and this merger is the culmination of those efforts over many years. We are excited about becoming part of The Kroger Co., one of the best food retailers in the U.S. while maintaining the Harris Teeter banner, our management teams, our new store growth plan, our distribution and manufacturing facilities in North Carolina as well as our headquarters in Matthews, NC. As part of Kroger, Harris Teeter will be well equipped to continue to provide our customers outstanding quality and customer service as well as excellent value in an increasingly competitive market."

Kroger will finance the transaction with debt. Kroger also intends to assume Harris Teeter's outstanding

debt of approximately \$100 million. Consistent with Kroger's and Harris Teeter's shared long-term commitment to returning cash to shareholders, Kroger intends to continue its quarterly dividend and share repurchase program while managing free cash flow to reduce the leverage taken on from this merger. Although the ratio will increase at the time the merger closes, Kroger expects to allocate some free cash flow to debt reduction to re-establish and maintain its 2.00 - 2.20 net debt to EBITDA ratio over the next 18-24 months. Kroger is committed to maintaining its current investment grade credit rating.

Including the effect of allocating some free cash flow to debt reduction, Kroger expects net accretion to earnings per diluted share in the range of \$0.06 - \$0.09 in the first full year after the merger, excluding transition and transaction expenses. Kroger expects to maintain its current 8-11% long-term net earnings per share growth rate off of this higher earnings base.

Kroger expects to achieve annual cost savings of approximately \$40 to \$50 million over the next three to four years. Much of the savings is expected to come from the benefits of Kroger's scale. Kroger has a strong history of achieving synergy goals. Being patient in achieving those goals reduces the risk of the transaction and sets the stage for sustainable growth.

Together the unified company will operate 2,631 supermarkets and employ over 368,300 associates across 34 states and the District of Columbia. Following closing, Harris Teeter will continue to operate its stores as a subsidiary of The Kroger Co. and will continue to be led by key members of Harris Teeter's senior management team. There are no plans to close stores, and associates will continue to have employment opportunities with both companies. Kroger headquarters will remain in Cincinnati, and Harris Teeter will keep its headquarters in Matthews, NC.



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

#### Ingredientes

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

#### Instrucciones

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

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