

TODAY'S GROCER

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Kroger Co. Announces CEO Succession Plan



DAVID DILLON

The Kroger Co. has announced its Board of Directors' long-term CEO succession plan.

David B. Dillon, a 37-year Kroger veteran who has been serving as Chief Executive Officer since 2003, will retire as CEO on January 1, 2014, while continuing to serve as Chairman of the Board. Dillon will serve as Chairman through December 31, 2014.

W. Rodney McMullen, 53, Kroger's President and Chief Operating Officer, will become CEO on January 1, 2014. McMullen joined Kroger in 1978 on a

part-time basis on a stock crew and has been President and Chief Operating Officer since 2009 and a Director since 2003. He previously held a variety of senior management

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Rouses Markets Acquires Six Stores in Alabama

Former Belle Foods Stores in Mobile Area

Rouses Markets, one of the largest independent grocers in the South, is bringing its famous andouille, boudin, boiled crawfish and other Gulf Coast favorites to Alabama. In the next few weeks, the family-owned and operated company will take ownership of six former Belle Foods stores from Associated Wholesale Grocers, Inc. (AWG), a retail-owner cooperative of which Rouses Markets is a member. AWG and its group of grocers and operators submitted the winning bid recently at the Belle Foods bankruptcy auction in Birmingham.

This is Rouses Markets' first expansion into Alabama. The company currently operates 38 stores in Louisiana and Mississippi. Three new stores in Louisiana were also recently announced.

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■ Ana Marie Acosta

Daughter of Stater Bros.' V.P. of Pharmacy Crowned 2014 Rose Queen

Ana Marie Acosta, daughter of Stater Bros. Vice President of Pharmacy, John Acosta, has been named the 2014 Rose Queen will make over 100 community appearances leading up to and including the 125th Tournament of Roses Parade on New Year's Day.

Rose Queen Ana Marie Acosta is 17 and attends Polytechnic School in Pasadena. She is the captain of her school's varsity equestrian team, a cabinet member of its Girls Service League, and serves on the school's Ambassadors Council in addition to participating in National Charity League and Girl Scouts. She was also recently accepted into the United States Hunter Jumper Association's 2013 Emerging Athletes Program. Her future goals include becoming a surgeon specializing in neurology.

Rose Queen Ana and the six Rose Princesses will make over 100 community and media appearances, culminating with the 125th Rose Parade presented by Honda and the 100th Rose Bowl Game presented by VIZIO.

"Rose Queen Ana Marie Acosta and the six Rose Princesses



■ ANA MARIE ACOSTA

for 2014 are exceptional young women," said Tournament of Roses President Scott Jenkins, who presented the crown to the queen. "In their roles representing the Tournament of Roses

and the City of Pasadena, the Royal Court members are symbols of hope for the future, and I know they will inspire many young girls during the next few months."

Holiday Sales Expected to Increase by 3.4%

It's never too early to think about the holidays and the International Council of Shopping Centers (ICSC) is forecasting a 3.4% sales increase, slightly stronger than last year, for the traditional November-December holiday period, even though retailers are expecting a more modest spending season. Additionally, ICSC anticipates that the other two measures of U.S. industry holiday sales—shopping-center inclined sales +3.4%, and chain-store sales +2.0—will both increase over last year.

While the industry and the U.S. economy have gone through a mini-cycle slowdown the last three quarters, there are indicators of positive growth this season, despite retailer's mixed outlook. Although consumers have faced some political and economic uncertainty—higher payroll taxes, concern about a federal government shutdown and questionable costs of the Affordable Care Act—this year's sale are looking to be better than last year's.

"We're going to see a more

subdued spending mood from consumers, but what counts is that we're on track to have a better holiday sales season than last year," said Michael P. Niemira, vice president of research and chief economist for ICSC. "With leaner inventories, retailers can expect their prices and margins to remain stable, which is another good indicator of stronger sales," he said.

Additionally, holiday hiring is highly correlated with holiday spending, and can also forecast a stronger sales performance. It appears that holiday hiring will be up 0.5% from last year.

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NGA Expanding Show Floor and Pavilions for '14

The National Grocers Association (NGA) has announced the expansion of the EXPO floor at the 2014 NGA Show, to be held February 9-12, 2014 at the Mirage Hotel & Casino in Las Vegas. Based on the success of the 2013 Show, which saw record attendance and a sold out exhibit hall, the 2014 NGA Show will have even more space allowing for expanded and new pavilions that showcase innovations and products specifically targeted to grocers.

The NGA EXPO floor will be 44% larger than in 2013, and will include pavilions in areas such as produce, meat, health, beauty, wellness & general merchandise products, and technology. Confirmed pavilion partners include:

Returning for its third year, the Produce Marketing Association (PMA) Produce Pavilion has once again increased its real estate on the EXPO floor and will bring 3,600 square feet of fresh produce suppliers directly to retailers at the 2014 NGA Show.

Thanks to the success of the North American Meat Association (NAMA) 2013 MEATXPO, which was held in conjunction with the 2013 NGA Show, NAMA has decided to host the first-ever Meat Pavilion at the 2014 Show. The Pavilion will feature more than 2,400 square feet of meat supplier companies and products.

For the first time, the Global Market Development Center (GMDC) will bring a 3,000 square foot pavilion of general merchandise, health, wellness, and beauty care products to the 2014 NGA Show.

NGA's technology partners, the Center for Advancing Retail Technology (CART) and Personiph, is returning with a 3,200 square foot pavilion and

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Giant Food Stores Marks 90th Anniversary

Giant Food Stores and Martin's Food Markets officially marked its 90th anniversary with a special celebration, October 4, at its hometown Carlisle, PA store. It marked the culmination of 90 days of giving throughout the grocer's local communities with a \$9,000 donation to Project SHARE, an interfaith, non-profit cooperative effort, based in Carlisle, created to meet the needs of the hungry by providing supplementary food and nutritional education on a monthly basis. Pictured left to right are: Joe Marsicano, State Senator Pat Vance aide; PA State Representative Stephen Bloom; Rick Herring, president, GIANT Food Stores; PA Secretary of Agriculture, George Greig; Carlisle Mayor Bill Kronenberg and Vivian Sheek, Project SHARE.

MacKnight Food Group Expanding in Miami

The 15-year-old Miami-based MacKnight Food Group is set to build upon their success in south Florida with a brand new facility to meet growing demand in recent months. The Atlantic Salmon company is breaking ground on a 12,000 sq. ft. location to accommodate growing demand for their new salmon items, including salmon burgers and salmon bacon. CEO Jonathan Brown weighs in on their plans to expand.

"We've received amazing responses to our new products, and with growing demand we needed to expand our current capacity in Miami as well as hire 30 new workers," says Brown. "We're thrilled to be growing and we plan to break ground on the new location by the end of this year."

As a teenager, Jonathan Brown started smoking salmon with humble beginnings in the Scottish Border Country, and now the company has been providing only the best quality salmon from the waters of Norway and Scotland for two and a half decades. Since bringing MacKnight to the U.S., the company has enjoyed widespread growth. This month they announced that Wal-Mart will sell their Atlantic Salmon Burgers at 2,085 supercenters across the country.

"We've enjoyed a great deal of success in Miami, and we're happy to add 30 new jobs to the city's workforce," continues Brown. "Between new business and new products, our outlook is strong and we're looking forward to having the capacity to distribute even more of our quality products."

Riteway Launches Riteway Fresh

Don Bishop to Lead the New Division

Fresh food is big business — and offering consumers the freshest options takes special know-how. For more than 30 years, Riteway Sales and Marketing, based in Lakeland, Florida, has established itself as the right choice for the marketplace with a dedication to being the most highly focused sales and service agency. Riteway is pleased to announce the launching of Riteway Fresh, its new fresh division targeting the Southeast market.

"We are excited to take the Riteway know-how and approach into the fresh market," said Jim Hall, president of Riteway. "We are also pleased that Don Bishop has joined our team of professionals to lead and develop our Riteway Fresh division." Bishop's 30-year background with the Del Monte Corporation spanned all areas of perishable sales from regional



■ DON BISHOP

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Instrucciones

1. Lave el pavo y seque dando toques suaves con toallas de papel, luego colóquelo en una bandeja y sazónelo con el Adobo, por dentro y por fuera. Añada el Jugo de limón sobre el pavo, envuelva en plástico y déjelo en el refrigerador toda la noche.
2. Caliente el horno a 375°F. Seque el pavo dando toques suaves con toallas de papel y sazónelo por fuera con dos paquetes de Sazón y por dentro con el tercer paquete. Deje afuera hasta que alcance temperatura ambiente, por unos 30 minutos.
3. Coloque el pavo sobre la rejilla dentro de la bandeja de asar. Con una cuchara grande, coloque el relleno en el interior del pavo, sin cocinar si lo desea. Ate las patas y coloque las alas detrás de la espalda. Mezcle el caldo de pollo con dos tazas de agua, y viértalo en la bandeja. Cocine el pavo rociándolo con su salsa cada 30 minutos, hasta que el termómetro indique una temperatura de 165°F (el termómetro se debe colocar en el muslo, sin tocar el hueso), de 2 horas y media a 3 horas. Saque el pavo y colóquelo en

una tabla de cortar, cubra con papel de aluminio y deje reposar de 15 a 30 minutos, antes de cortar.

4. Mientras tanto, coloque la bandeja de asar en la estufa a fuego medio-alto, hasta que el caldo que ha quedado en la bandeja hierva. Agregue la harina y con un batidor, revuelva constantemente por 1 minuto o hasta que esté suave, espesa y de color dorado oscuro. Añada el vino a la sartén y revuelva para retirar los pedazos pegados de la bandeja; deje que el vino hierva y revuelva hasta que la mezcla esté suave. Mezcle el resto del caldo de pollo con 3 1/2 tazas de agua. Vierta la mezcla de caldo en la bandeja, lleve a punto de ebullición, revolviendo constantemente. Si lo desea sazónelo con el Adobo y colóquelo en una salsera. Para servir, corte el pavo y sirva con la salsa.

Complemente el Pavo a la Goya con las instrucciones del relleno, visitando goya.com



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SNAPSHOTS FROM THE GRAND OPENING

Bravo Goes Upscale in Coral Springs

Owner/Operator Juan Diaz and Partners Rafiz Vargas and Alex Paulino
Unveil Their Latest Store in West Broward County

OPENING DAY CELEBRATION / October 10, 2013

A TODAY'S GROCER Exclusive Report



■ **OPENING DAY SMILES** - Frank Boerio, Bravo Mgr., Field Operations; Amica Montana, Alex Paulino, Rafiz Vargas and Juan Diaz, Coral Springs Bravo; Dennis Wallin, VP of Business Development Southeast Div. and Jose Jorge, Manager/Store Operation Southeast Div., Bravo Supermarkets; Maria Jimenez, Coral Springs Bravo; KNEELING: Frank Lira, Bravo Supermarkets.



■ **MANAGEMENT TEAM** at the new Bravo Coral Springs pictured with owner/operator Juan Diaz (third left), Rafiz Vargas (second right) and Alex Paulino (right).



■ Doug Wood, Jack's Links; Frank Lira and Jose Jorge, Bravo Supermarkets with Linda Horn, GROSSMARK.



■ **BRAVO SUPERMARKET** goes 'upscale' in Coral Springs, FL following the October 10th grand opening of this 20,700 sq. ft. store located at 10301 Royal Palm Blvd. at The Plaza at Royal Palm. It marks the latest opening for owner/operator Juan Diaz together with Rafiz Vargas and Alex Paulino. The store is open: Monday - Saturday 8:00am - 10:00pm and on Sunday 8:00am - 9:00pm.



■ **FRIENDLY CUSTOMER SERVICE** at the new Coral Springs Bravo Supermarket is fast and efficient thanks to modern technology supplied by Doral, FL-based Technica Business Systems.



■ **BRAVO Meat Merchandizer** Joe Geremia (center) with Bravo store meat crew - Rangel Zayas and Mark Armstrong.



Bravo

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6 Meat

Butterball Dishes up New, Innovative Dinner Solutions



Butterball has introduced new dinner solutions that make mealtimes more convenient for families – Butterball Every Day Turkey Chops, Grilled Turkey Chops and Chef Selects. These innovative products provide families with ways to add flavor to their dinner routines and serve a homemade dish any night of the week.

Expanding the brand's dinner offerings, Butterball presents two inventive turkey chop products: UNSEASONED TURKEY CHOPS made from 98 percent fat free, fresh cuts of turkey and GRILLERS marinated in two flavors – barbecue and applewood smoke.

Both products are sized to fit any grill, include four turkey chops per package, and are ready in less than eight minutes – ideal for any busy family, any day of the week.

With 24 percent fewer calories and 50 percent less fat than regular pork chops, Butterball Turkey Chops and Grillers are

better-for-you and made with two innovative processes. Butterball is the only turkey company to use I-55 portioning equipment to ensure high-quality, consistent turkey chop size for cooking and preparation as well as exclusive vacuum skin packaging for maximum freshness and product visibility.

"Consumers continue to desire better-for-you dinner solutions that their families will love," says Heather Sheffield, brand manager of innovation and licensing for Butterball. "Butterball is proud to fill that gap and be a leader in highly innovative packaging technology to offer expanded meal options that gets dinner to the table quickly."

Additionally, Butterball is offering Every Day Chef Selects, providing families with three original products that allow them to serve turkey dinners in minutes with limited preparation. Chef Selects come in three varieties: Turkey Breast & Gravy, Turkey Meatloaf and Turkey Pot Roast & Vegetables. Fully cooked and ready in minutes, Butterball Chef Selects are quick and easy options for any dinner occasion.

Butterball Every Day Turkey Chops and Grillers are available at select retailers, and Every Day Chef Selects are available at retailers nationwide, all with average prices ranging between \$6.49 to \$7.19.

Gold'n Plump Expands Line of Seasoned Whole Chicken

Tasty Mesquite and Pesto Varieties Add to Convenient Bake-in-the-Package Offerings

Gold'n Plump continues its mission to provide good chicken with the launch of two new flavors in its line of seasoned whole chicken: Pesto and Mesquite, joining Lemon Pepper and Sweet BBQ.

The additions demonstrate consumers' desire to try new seasonings and ethnic flavors. "Today's consumers are looking for more flavor variety and product versatility to make great tasting meals easily for a good value," said Sara Danforth, new product development manager for GNP Company, the company behind the Gold'n Plump brand.

"Offering on-trend new seasonings of our premium whole chickens in no-touch, convenient, bake-in-bag packaging minimizes preparation and clean-up to maximize family time," added Danforth.

Voted a top flavor profile¹, the Pesto seasoning features a combination of garlic, basil and Parmigiano-Reggiano cheese flavors that come to life in a Pesto Chicken and Zucchini Supper Frittata or Cheese Tortellini with Pesto Chicken. The smoky seasonings in the new Mesquite are the perfect complement in a Chicken Chili Mac or Fast Chicken Taco Salad.

On-shelf now at grocery stores nationwide, fully trussed and highly trimmed Gold'n Plump seasoned whole chickens are allergen- and gluten-free and come in two new varieties for a suggested retail price (SRP) of \$7.49: PESTO SEASONED WHOLE CHICKEN (3.25 lbs.) and MESQUITE SEASONED WHOLE CHICKEN (3.25 lbs.). Committed to consistently high-quality products, Gold'n Plump seasoned whole chicken goes from freezer to oven to entree to dinner plans for next week--with no prep or clean-up.

¹Technomic Menu Monitor



■ CANADA BEEF, the organization responsible for the marketing and promotion of the Canadian cattle and beef industry worldwide, was pleased to welcome Agriculture and Agri-Food Canada Minister Gerry Ritz (center) as he cooked up and demonstrated Canadian beef for key purchasers of beef products at Anuga in Cologne, Germany.

Canada Beef and Minister Ritz Cook up Canadian Beef in Germany

Canada Beef, the organization responsible for the marketing and promotion of the Canadian cattle and beef industry worldwide, was pleased to welcome Agriculture and Agri-Food Canada Minister Gerry Ritz as he cooked up Canadian beef for key purchasers of beef products at Anuga, the world's leading food fair for the retail trade and the foodservice and catering market held every two years in Cologne, Germany.

For five days, between October 10-14, around 155,000 trade visitors from 187 countries ensured there was lots of activity at the stands of the 6,777 exhibitors. Canada Beef provided cooking and product demonstrations to qualified partners, and uses the opportunity the show presents to educate attendees on the Canadian Beef Advantage - the unique product features that make Canadian beef a world-class offering. Minister Ritz, a longtime supporter of the Canadian beef industry, cooked up Canadian beef for guests at the Canadian pavilion alongside Canada Beef staff.

Minister Ritz is no stranger to firing up the grill alongside Canada Beef. In March, Ritz joined Canada Beef staff and chair Chuck MacLean in Japan at the FoodEx show to celebrate recent improvements to market access in that country.

"We are pleased to see such strong continued support for the Canadian beef industry," says Rob Meijer, Canada Beef President. "Canada Beef was proud to host Minister Ritz once again to help us promote our world class product in markets around the world." Canada Beef works strategically in markets around the world to drive value back to Canada's beef producers. Its efforts include facilitating hands-on educational opportunities to feature the Canadian Beef Advantage, with the ultimate goal of creating Canadian beef brand awareness and loyalty.

National Hot Dog & Sausage Council Debuts New Sausage Guide

New Tour of Pork Cuts Video Also Available

As sausage consumption continues to grow in the U.S., the National Hot Dog and Sausage Council (NHDSC) has released a new sausage guide to help consumers navigate the wide variety of sausages available today. The "Guide to Sausage Varieties, Culture and Cooking" includes detailed descriptions and origins of 32 different types of sausage ranging from the common bratwursts and Italian sausage to the more unusual liver sausage. The guide also includes tips for cooking sausage, details about different casings, sausage history and of course answers the common question of how sausage is made. The brochure folds out into a poster so that people can have all the information easily at

their fingertips or displayed on a wall.

"Sausage has such a rich history and inspires so much enthusiasm from consumers, but we realized that while people love eating sausage, there's a lot of confusion about how it's made and what goes into all the different types available," said NHDSC President and "Queen of Wien" Janet Riley. "The guide is a one stop shop to provide that information and we designed it so people can hang it in their kitchen so it's always handy."

According to retail data from the Symphony-IRI Group, sausage sales have been growing steadily over the past several years including five percent last year alone.

PORK CUTS VIDEO RELEASED

Many of the most popular types of sausage

include pork and a new video shows exactly where on a pig various pork cuts are derived. Barney Wilborn, M.S., manager of the Auburn Meat Lab walks viewers through a pork carcass and then shows exactly where different cuts of pork come from including pork chops, baby back ribs and ham. The video complements a tour of beef cuts featuring Dr. Robert Maddock, associate professor at North Dakota State University, released earlier this year.

"GUIDE TO SAUSAGE VARIETIES, CULTURE AND COOKING" includes detailed descriptions and origins of 32 different types of sausage ranging from the common bratwursts and Italian sausage to the more unusual liver sausage. The guide also includes tips for cooking sausage, details about different casings, sausage history and answers the common question of how sausage is made.



Key Drivers for Wine Retailing Success are Knowledge & Sampling

Napa Technology, manufacturer of WineStation, released key findings from its recent retail survey during a thought-provoking webinar centered on wine consumption trends. The survey targeted leaders in grocery and retail wine stores to explore the correlation between wine sampling and its impact on sales and customer loyalty.

Ed Cook, Director Beer & Wine, Harris Teeter; Jack Robertello, Writer, Consultant, Wine & Spirits Judge; and Jayne Portnoy, Vice President of Marketing & Brand Strategy, Napa Technology participated in the webinar that covered the evolution of retail wine sales, key findings from the survey, and insights and best practices.

The U.S. is the most important market for wine today. After passing the French and Italians for largest total wine consumption in 2011, according to Impact Data-bank, Americans consumed 324 million cases of wine in 2012, a 7.7% increase over five years ago. That number is expected to grow in the next five years as consumers continue to sample and learn about wine as a food-friendly beverage appropriate for everyday occasions.

"Today's restaurant guests are taking small but regular risks with by-the-glass wine choices when dining out, which gives them more confidence to explore in off-premise settings," noted Jack Robertello.

"This makes the relationship between on- and off-premise sales competitive, but also supportive, if each location is ready to provide the expected experience that includes an opportunity to sample."

Napa Technology's survey confirmed that sampling is key to

engaging customers in a way that leads to increased sales, with 30% of respondents sampling daily. Napa Technology reports a 68% growth in retail installations of the WineStation since 2011, including Harris Teeter's 201 central stores and others using technology to

help satisfy consumer demand for more services from wine departments. Retailers with the highest return on wine sales cited coupling sampling with an educated sales force.

Ed Cook shared that 65% of sampling events at Harris Teeter

are related to seasonal promotions and 35% to new brand launches. "The biggest change at our stores is the blurring line of categories. Organization of wine is less about appellation and more about the varietal and flavor profile, which

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The Fresh Grocer Joins Wakefern Co-op

The Fresh Grocer recently joined Wakefern Food Corp. as its 50th cooperative member.

The Fresh Grocer, owned and operated by Patrick J. Burns, is an eight store chain with six stores in Pennsylvania, one in Wilmington, Delaware and one in New Brunswick, New Jersey. Burns brings with him 25 years of experience in the supermarket industry and 17 years serving as the President and CEO of The Fresh Grocer.

"Joining the Wakefern team will be strategically beneficial to our customers, associates and company as a whole," said Burns. "We are excited for this new opportunity and are looking forward to many years of continued growth and success as a member of the Wakefern family. We are also thankful to our friends at SuperValu, especially the Eastern Region under the direction of Kevin Kemp and his team, for their many years of service as a wholesale partner."

The Fresh Grocer location in Drexel Hill, PA is transitioning completely to the ShopRite banner while the seven additional locations will remain Fresh Grocer stores and Wakefern will now own The Fresh Grocer trademark.

"As the 50th member of the Wakefern cooperative, Pat Burns and his team embody the spirit of entrepreneurship that Wakefern was built upon," said Joseph S. Colalillo, chairman and CEO of Wakefern Food Corp. "Like our ShopRite and PriceRite stores, Fresh Grocer shares our passion for customer service; focus on freshness and commitment to giving back to the community. We are delighted to welcome them to the Wakefern family."



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8 Produce



■ HALOS will be available in the produce aisles of grocery, mass and club stores. They will be sold in 3- and 5-pound bags and 5-pound boxes. The light blue box resembles the sky with the mandarin mascot innocently gazing up at its halo.

Paramount Citrus Debuts Wonderful Halos Mandarins

Paramount Citrus, America's largest citrus grower, has announced the launch of a new premium California mandarin brand, Wonderful Halos, and revealed plans to spend a record \$100 million over the next five years as part of an integrated, national campaign to market the "pure goodness" and uniquely delicious taste of the sweet, seedless, easy peel fruit.

Halos will join the portfolio of Wonderful Brands, the fastest-growing brand in America's produce aisles, and will be available in November when California mandarin season begins. Wonderful Brands products—including Wonderful Pistachios, Wonderful Almonds, Wonderful Almond Accents and POM Wonderful—are currently sold in every major food, drug, mass and club store across the United States and Canada.

"Over the past few years, moms have really fallen in love with this fruit," said David Krause, president, Paramount Citrus. "For children, it's a healthy alternative to fatty foods like chips and cookies. Kids love the taste, and the small size and the easy 'peel-ability' make this different from other fruits. Halos are fun to peel and sweet to eat. This is a perfect snack for parents and their little angels."

Paramount Citrus will tell the Halos story through a multi-year marketing and advertising campaign to promote mandarins to health-conscious consumers. The launch will include television, print, online, trade and outdoor advertising, free standing inserts, point-of-sale displays, retailer promotions, consumer events and public relations activities.

Recently, Paramount Citrus announced it would end its joint venture with grower Sun Pacific. The companies previously sold mandarins under the Cuties® brand. Going forward, Paramount Citrus will sell Halos through a partnership with Fresno-based Fowler Packing. Together, the two companies will oversee all facets of the production, sales and marketing for 65 percent of the country's California mandarin crop. To guarantee consumers superior taste, quality and consistency, Halos "pure goodness" starts with high-standard growing practices that manage production from tree to table.

For retailers, Halos will combine Paramount Citrus's industry leadership with Wonderful Brands' strong sales force. Wonderful Brands' 200,000 produce displays are serviced by the largest internal sales and merchandising staff of any American produce company. Wonderful Brands currently employs more than 200 sales professionals who visit U.S. and Canadian grocers on a monthly basis to ensure consistency of supply and merchandising. Each member of the Wonderful Brands sales staff is equipped with an iPad to monitor accounts and provide superior customer service.

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

"It was the Roll Global marketing team that transformed mandarins from a seasonal commodity into one of America's most popular produce brands," Krause said. "Our plan for Halos is no less ambitious. We will continue to be the market leader as we commit significant resources to turn Halos into a household name."

Tanimura & Antle

Hydroponic Lettuce Receives Pesticide Residue Free Certification

Produce industry leader, Tanimura & Antle, has had its greenhouse grown butter lettuce independently certified as Pesticide Residue Free. Lettuce packages will feature a new certification mark alerting shoppers to this unique product benefit. Tanimura & Antle is the first to obtain this certification for greenhouse grown lettuce.

"Our greenhouse operation uses minimal controls in the growing cycle, as the growing environment is closed and generally pest free," according to Diana McClean, Director of Marketing for Tanimura & Antle. "This certification independently assures consumers that our greenhouse grown lettuce does not have pesticide residue."

The Pesticide Residue Free certification is conducted by Emeryville, California-based SCS Global Services (SCS), a third-party certifier of environmental, sustainability and food safety claims. The SCS assessment process screens for high risk pesticides, predicts critical stages in the spraying and harvesting cycle, and tests the final product to ensure that the produce is free of pesticide residues, based on the strict limit-of-detection standard of 0.01 ppm or less.



■ Packaged year-round from their Livingston, Tennessee greenhouse, Tanimura & Antle Hydroponic Butter Lettuce is available in a 1-count clamshell and a 3-count clamshell at retail stores across the United States.



■ In addition to the benefit of high flavor and increased brix content, Crimson Queen tomatoes also have higher lycopene levels – thanks to the crimson gene. This variety also has the same characteristics that make round varieties popular with foodservice operators and consumers: shape, durable skin and long shelf-life.

Lipman Launches Crimson Queen Tomato

As part of its ongoing commitment to growing the highest quality and most flavorful produce, Lipman – North America's largest open field tomato grower – has unveiled its newest round-variety tomato: Crimson Queen.

With increased flavor and a bright red interior, Crimson Queen tomatoes are the latest variety to emerge from Lipman's research and development team, led by Mark Barineau, Ph.D., director of seed development and R & D.

"We know that round tomatoes typically have a reputation for durability, rather than taste – and that increased flavor is normally associated with higher-sugar-content breeds like grape, cherry and heirloom-type tomatoes," said Barineau. "However, with the Crimson Queen, we're changing that, by introducing a round tomato that doesn't sacrifice flavor for function."

"Our growing process begins before the seeds are even planted – with research," said Darren Micelle, chief operating officer for Lipman. "It's because of our R & D team that we're able to take feedback from our customers, and develop a product that meets their needs."

California Walnut Industry Expects Quality Crop Early

The USDA National Agricultural Statistics Service California Field Office released the annual crop estimate for walnuts, predicting the annual yield to be 495,000 short tons.

"We enjoyed a warm, dry spring which will allow us to harvest up to a week earlier than the 2012 crop, and we are expecting good quality, plentiful walnuts for our customers around the world," states California Walnut Commission Chairman Donald Norene. The 2013 estimate is less than 1% shy of last year's crop of 497,000 short tons.

Walnut production has been increasing, with more than 11,000 new walnut acres planted this year, contributing to a crop that has nearly doubled in the last decade. "Domestic market development and continued expansion of export markets will be critical to future production gains. New emerging markets, such as India, will play a vital role in developing the industry's future consumers," Norene added. In July, market access was granted allowing California walnuts to be shipped to India.

"Global demand for walnuts remains at an all time high



■ A California Central Valley Walnut Orchard.

because consumer awareness of the versatility and nutritional benefits of walnuts continues to grow," states Dennis A. Balint, CWC Chief Executive Officer. "With over 100 published health research papers, people are increasingly aware of the many health benefits walnuts provide." In fact, the number of consumers eating walnuts to improve their health has doubled in the past five years. Additionally, walnuts are the only nut that contain

a significant amount (2.5 grams per ounce) of alpha-linolenic acid (ALA), the plant-based form of omega-3 fatty acid, and also contain fiber (2g) and protein (4g).

"As the fourth leading export from the state of California, we estimate the value of walnuts may top \$1.5 billion in farm gate revenue," says Dennis A. Balint. In year to date shipments, the U.S. accounted for 36% of shipments while 64% of the crop was exported to countries on five continents. California walnuts account for more than 99% of the commercial U.S. supply and control roughly three-fourths of world trade.



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■ Don't know asiago from affinage? Whole Foods Market cheesemongers do, and 77 of them put their expertise on display recently at the second annual American Cheese Society Certified Cheese Professional exam.

Whole Foods Market is Tops in Cheese Expertise

Don't know asiago from affinage? Whole Foods Market cheesemongers do, and 77 of them put their expertise on display at the second annual American Cheese Society Certified Cheese Professional exam.

The exam tests cheesemongers' mastery of all things cheese, including cheese making, ripening, storage, handling, nutrition and more. Those who pass the exam are part of an elite few who have mastered all aspects of cheese, from farm to counter. Whole Foods Market now has 147 Certified Cheese Professionals, the largest number of certified cheese experts in the world.

"Whole Foods Market cheesemongers are as passionate as they are talented when it comes to cheese, and we have worked hard to train them to earn this highest honor with classes, group study, and even field trips to dairies," said Cathy Strange, global cheese buyer for Whole Foods Market. "Our Team Members love sharing their deep knowledge with our shoppers, so helping them become certified is really a win-win-win for the cheesemonger, Whole Foods Market and our customers."

Whole Foods Market cheesemongers who

Boasts 77 New Certified Cheese Professionals



passed this year's exam represent 2 countries, 21 states and 67 stores.

The exam was held July 31, in conjunction with the 30th Annual American Cheese Society conference in Madison, WI. Certification is valid for three years and is renewable for additional three-year periods through a formal recertification process.

To commemorate this accomplishment, Whole Foods Market teamed up with several cheesemakers to have its 2012 Certified Cheese Professionals make special cheeses, which will be available in its stores nationwide starting this fall. The cheeses and cheesemongers include: MT TAM from Cowgirl Creamery, by Leah McFadden and Danielle Slater from northern California; HUMBOLDT FOG from Cypress Grove Chevre, by Lisa Purrington from the Fairview store, Brad Daschbach from the Arabella store and Kristin Paine from the Cambie store; ASIAGO from SAXON Creamery, by Kari Foley from Florida; GRAN QUESO from EMMI Roth USA, by Tiffany Cunningham from the global cheese team, and BONNE BOUCHE from Vermont Butter and Creamery, by Shannon Tallman from the Portland, Maine store.



■ WHOLE FOODS MARKET cheesemongers who passed this year's exam represent 2 countries, 21 states and 67 stores.

A.G. of Florida Promotes Gregg Young



■ GREGG YOUNG

Associated Grocers of Florida President Christopher Miller has named Gregg Young, Senior Vice President of Sales and Procurement.

Young, who joined Associated Grocers in 2007 as Vice President of Sales, will oversee the company's procurement area. He will report directly to President Miller.

"We are fortunate to have someone of Gregg's track record and experience taking on this important area for us," Miller told TODAY'S GROCER. "His demonstrated leadership skills and expertise have been integral to our success." "Gregg has over 25-years of procurement experience and through this time held various positions supporting chain-based and wholesale-based operations.

This promotion will allow Associated Grocers to more effectively bridge the needs of both departments in order to better service our customers."



Cake Boss Cake Mixes & Frostings Debut

Now fans of the Cake Boss can bake like the Boss himself, Buddy Valastro, in their own kitchen. It's easier than ever to bring out your inner baker and serve up a slice of that legendary Cake Boss taste with Buddy's irresistibly delicious cake mixes and frostings now available nationwide.

A fourth generation baker and star of TLC's hit TV series *Cake Boss*, Next Great Baker and Bakery Boss, premiering in December, Buddy shared his knowledge, expertise and love for baking as he developed his line of Cake Boss cake mixes and frostings. To deliver the authentic taste and quality of Carlo's bakery, Cake Boss cake mixes and frostings are crafted in partnership with Dawn Foods, who has been supplying Buddy's bakery with high quality ingredients for decades.

"Not everyone has the time to whip up a Cake Boss approved dessert from scratch," said Valastro. "I want to arm home bakers and baking novices alike with the supplies to produce a mouthwatering cake, and my new mixes and frostings provide that bakery quality taste."

■ CAKE BOSS Cake Mixes -

When it comes to a great tasting cake, it starts with the right ingredients. Each cake mix comes with a pouch of bakery cream - Buddy's secret to making velvety moist cakes. The cake mixes are available in six delicious flavors:

- **VA VA VELVET** - Moist, delicious and smooth red velvet cake.
- **IT'S YOUR PARTY** - Fun, fes-

sive and full of flavor confetti cake.

- **DECADENT DEVIL'S FOOD** - Indulgent, satisfying and sinfully delicious devil's food cake.
 - **CHOCOLATE TRIFECTA** - Deliciously moist triple chocolate cake made with chocolate liquor.
 - **PRIMO YELLOW** - Moist, flavorful and simply delicious cake.
 - **DIVINE WHITE** - Exquisitely moist, rich and delectable white cake.
 - **CAKE BOSS Frostings** - The premium frostings give you a taste experience you would expect to find at Buddy's bakery. Made with high quality ingredients and zero trans-fat, the frostings pair perfectly with Cake Boss cake mixes. They are available in four indulgent flavors:
 - **WHOLE LOTTA CHOCOLATE** - Made with chocolate liquor and two kinds of chocolate, creating double the decadence.
 - **VIVA VANILLA** - A sweet and creamy taste using vanilla extract.
 - **MEGA MILK CHOCOLATE** - A thick, rich and milk-chocolaty delicious frosting with chocolate liquor.
 - **CREME DE LA CREAM CHEESE** - A rich, creamy and scrumptiously sweet frosting with cream cheese.
- In addition to the new mixes and frostings, the Cake Boss baked good line includes beautiful and delicious buttercream cakes, fondant cakes and boutique-style cupcakes with unique combinations of amazing flavors, fillings and designs.

Sunsweet Growers Names New CEO

Sunsweet Growers Inc. announced that Dane Lance, the company's President, has taken on the additional role of Chief Executive Officer.

Arthur Driscoll II, Chief Executive Officer since 2004, is retiring after a distinguished tenure with Sunsweet. During Driscoll's time at Sunsweet the company achieved record-setting revenue and grower-member crop returns.

"Art's contributions to Sunsweet cannot be overstated," new CEO Lance explains. "His business insight and strong leadership during a period of severe global oversupply has enabled Sunsweet's grower-member returns to consistently outperform the market. As global prune production now swings away from oversupply, Art has Sunsweet perfectly positioned to thrive into the future. He hands off the CEO baton having done an incredible job."

Lance took over as President in October 2012. "Dane has done outstanding work as President, demonstrating the leadership and vision necessary to help Sunsweet grow into the future," said Gary Thiara, Chairman of Sunsweet



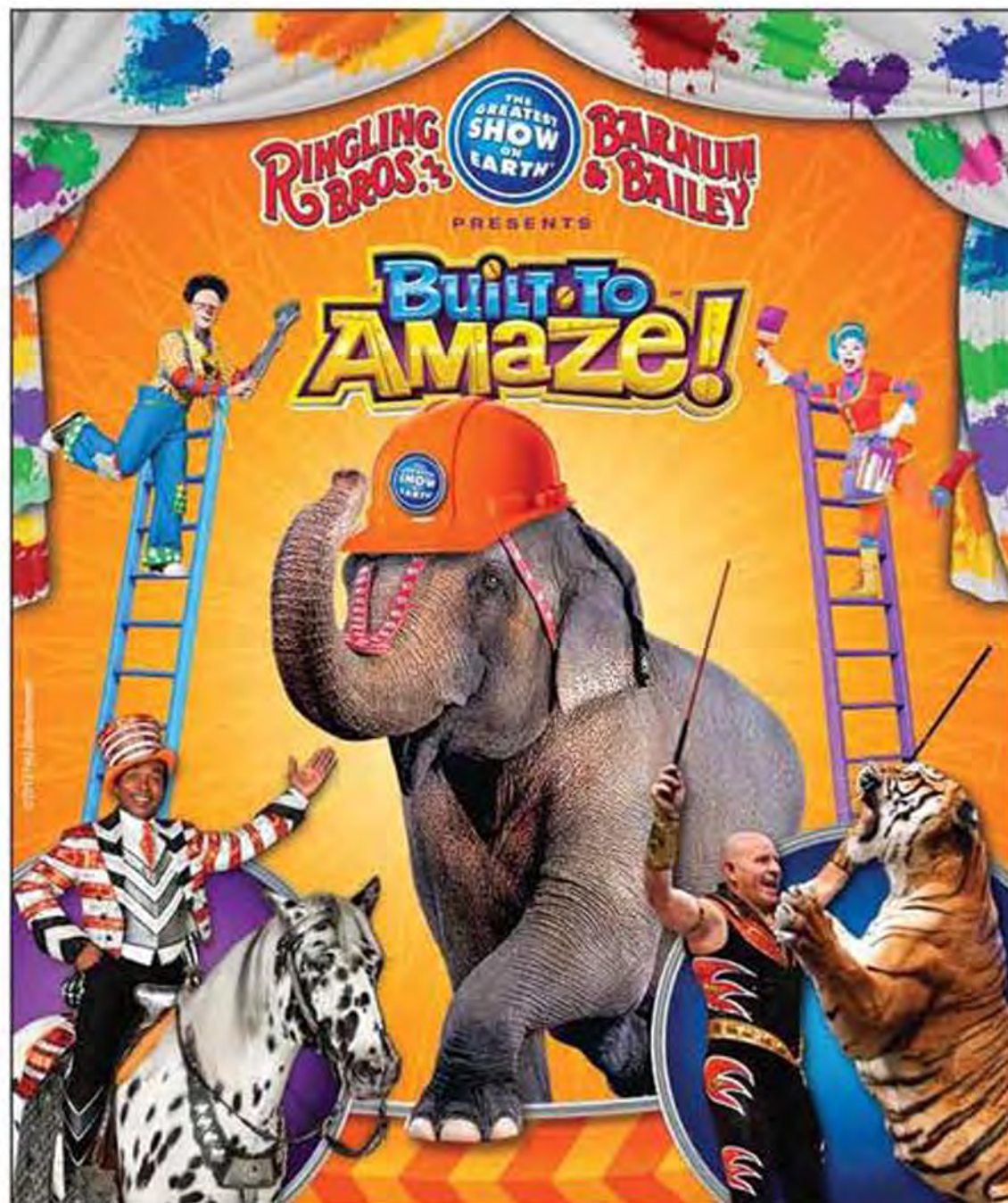
■ SUNSWEET New CEO Dane Lance pictured with retired CEO Arthur Driscoll II

Growers Inc. "Throughout his twenty-three years at Sunsweet, Dane has always shown tremendous drive, insight and passion. His becoming the new CEO reflects careful succession planning by Mr. Driscoll and the Sunsweet board of directors. We look forward to a bright future as Dane assumes his new position as President & Chief Executive Officer."

Prior to his position as President, Lance has spent the last two decades in progressive leadership roles at Sunsweet. He has been instrumental in building consumer demand for Sunsweet prunes and juices around the world. Lance's

dedication to advertising has been critical in driving prune household penetration up 40% in the last decade. Key product innovations fostered by Lance include Ones, PlumSmart, D'Noir and Plum Amaz!ns. These innovative products now represent over 15% of company revenue.

Prior to joining Sunsweet, Lance spent three years with the Clorox Company in marketing management positions. He received his Bachelor of Science and Master of Business Administration degrees from the University of California at Berkeley, in the fields of operations research and marketing.



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12 On the Promotional front



■ NAVARRO DISCOUNT PHARMACY on Kendall Drive in Miami, FL held an event on September 13, to educate the community about the special needs of children with cancer.

Navarro Hosts National Childhood Cancer Event

More than 200 children and families recently attended the National Childhood Cancer Awareness event hosted by Navarro Discount Pharmacy, the largest Hispanic-owned pharmacy chain in the U.S., in partnership with the Live Like Bella Foundation to educate the community about the needs of children with cancer. Thousands of children are diagnosed with pediatric cancer each year, the leading cause of death for American children under age 15. The event was held on September 13 at Navarro Discount Pharmacy's store on 13800 Kendall Drive in Miami.

The parents of Miami's Bella Rodriguez-Torres, who courageously fought cancer and her paralysis six times until her death on May 28, 2013 at the age of 10, attended the event and spoke on behalf of the Live Like Bella Foundation. Bella was embraced by the entire south



■ MIAMI-DADE METRO POLICE motorcade joined in the September 13 event at Navarro Discount Pharmacy's location in South Dade.

Florida community including Miami HEAT and Marlins players. Her faith, loving heart and sense of compassion live on through the work of the foundation.

Activities included kid-focused food and snacks, a motor-

cade and helicopter flyover by Miami-Dade County Police, face painting and 'Live Like Bella' merchandise for sale. At 6 p.m., the Navarro store was lit in gold and yellow Wish lanterns were lit in remembrance of Bella.

Sartori Cheese Named 'Best New Dairy Product'

Sartori Cheese announced that Chai BellaVitano was named "Best New Dairy Product" at the 2013 International Cheese Awards in Nantwich, UK. One of the world's largest competitions, over 4,285 cheeses from 27 countries were entered this year by the world's best cheesemakers.

In addition to Sartori's Chai BellaVitano receiving gold recognition as the "Best New Dairy Product" it also won the "Cheese, Savoury Additives" category. Using a blend of black tea, ginger, cinnamon, cardamom, and cloves, the Chai mixture is hand-rubbed onto a wheel of BellaVitano Gold.

Earning silver recognition was Sartori's Limited Edition Pastorale Blend - a unique blend of cow's milk and sheep's milk - for "Mixed Milk", Cognac BellaVitano - a complex celebration of nutty flavors with toasted notes of vanilla and caramel - for "Cheese, Savoury Additives" and Balsamic BellaVi-



■ CHAI BELLAVITANO from Sartori Cheese in Plymouth, WI has been named Best New Dairy Product of the 2013 International Cheese Awards hosted in the United Kingdom.

tano - sharp to the taste and filled with hints of raisins - for "Cheese, Sweet Additives."

Sartori's Merlot BellaVitano, received bronze recognition in the "Cheese, Sweet Additives", while Espresso BellaVitano, hand-rubbed with freshly roasted espresso grounds, paralleled the award by winning bronze recognition in the "Cheese, Savoury Additives". Lastly, MontAmore was awarded a "Very Highly Commended" honor in the "Specialty Cheese - Hard Pressed" category for its sweet, tangy and all-around creamy flavor.

"This is the first year we've participated in this 116 year old competition and we couldn't be more thrilled with the outcome," says Jim Sartori, CEO. "Winning eight awards and being named 'Best New Dairy Product' is an honor and we are extremely proud of our Team Members and Patron

Farm Families. Today's results are a true testament to the hard work and dedication they put into their craft."

Seven Daughters Wines Brings A Splash Of Color To Women

With "Savvy Seven" Blog Panel

After leading the nationwide Moscato craze in recent years, Seven Daughters Wines is helping consumers find new ways to "Add a Splash of Color" to their lives, thanks to tips, tricks and expert insights provided by the brand's new "Savvy Seven" blog panel.

The "Savvy Seven," comprised of fashion, food, beauty and lifestyle experts, will share seasonal tips and ideas for how young, and on-the-go women can brighten up everything from their wardrobe and home to how they entertain and lead balanced lives. Their tips and inspiration will be shared with media and consumers every three to four months through Seven Daughters' social platforms (including Facebook and Pinterest), as well as posted on the brand's website. Whether consumers are researching ways to transform summer wardrobes into great fall outfits, or how to design the perfect bar cart, the "Savvy Seven" are here to help women live their lives to the fullest with photos and original content.

The blogger panel includes: FASHION: Jacey Duprie from "Damsel in Dior", FOOD & WINE: Cara Eisenpress from "Big Girls Small Kitchen", BEAUTY: Meghan Donovan from "wit & whimsy", ENTERTAINING: April Bermudez and Kelly Henderson from "Velvet's Edge", DECORATING: Manvi Drona-Hidalgo from "Mochatini", ART & CULTURE: Lauren Nelson from "The Girls of Lincoln Park" and BALANCED LIFE: Jamie Stone from "Queen of the Quarter Life Crisis".

In addition to engaging content from the blog panel, consumers should be on the lookout for updated branding rolling out in the coming months. Also debuting later this year, Seven Daughters will introduce Cabernet Sauvignon and Chardonnay - significantly expanding their flavor portfolio.



Chef Mary Ann Esposito Named Recipient of The Premio Artusi Award

Chef Mary Ann Esposito has been named the recipient of the prestigious 2013 Premio Artusi Award. Esposito is the creator and host of the nationally-televised PBS series, 'Ciao Italia with Mary Ann Esposito,' now the longest-running cooking series in television history at 25 seasons. She has served as a renowned ambassador for the Italian culinary arts, teaching millions of Americans the art of regional Italian cooking. Esposito is also a longtime partner of Filippo Berio Olive Oil.

The Premio Artusi Award, presented by Casa Artusi and the Italian city of Forlimpopoli, is named for Pellegrino Artusi, a 19th-century Italian financier who was born in Forlimpopoli and penned the influential Italian cookbook

The Science of Cooking and the Art of Eating Well. Written shortly after the unification of Italy, it was the first cookbook to include cuisine from all of Italy's regions. The Premio Artusi Award is presented yearly to individuals who dedicate themselves to celebrating Italian regional fare. Esposito received her award on September 14, in the city of Forlimpopoli.

"We are very proud of Mary Ann for receiving such a prestigious honor," says Dave Scheiber, VP Marketing, Filippo Berio Olive Oil. "As a partner of hers for the past three years, we've observed firsthand her incredible ability to nurture a love of Italian cooking traditions among her fans. She is highly deserving of such recognition, and exemplifies everything that this award embodies."

For two decades, Mary Ann Esposito has shared traditional Italian cooking techniques with audiences around the world. Through 'Ciao Italia' and additional appearances on networks such as NBC, FOX, Discovery Channel and The Food Network, Esposito has preserved the values of Italian cooking and shared them with millions of Americans. As Filippo Berio Olive Oil chef-in-residence, Esposito also creates easy and delicious recipes and instructional web videos for consumers. Esposito has been recognized by the President of the Italian Republic, the Italian Trade Commission, the Order Sons of Italy in America (OSIA), Johnson and Wales University and St. Anselm College, who conferred an honorary doctorate for her dedication to teaching and preserving authentic Italian food and culture.

To celebrate Esposito's achievement, Filippo Berio Olive Oil will be donating \$5,000 to the Mary Ann Esposito Foundation, whose goal is to continue the tradition of Italian cooking by providing scholarship to the next generation of authentic Italian chefs in the United States.

"It has been a privilege for me to be able to share Italian regional cuisine for the American public, and I am truly honored to be the recipient of the Premio Artusi Award," says Chef Esposito. "At 'Ciao Italia,' we are dedicated to carrying out Pellegrino Artusi's mission and sharing regional recipes that the everyday home cook can identify with. I'm immensely grateful to Filippo Berio Olive Oil, for their belief in presenting Italian food as it should be, and for their generous support of the Mary Ann Esposito Foundation."



■ CHEF MARY ANN ESPOSITO receives the Premio Artusi Award in Forlimpopoli, Italy on September 14th.



JOANNA ROHRBACK

DENNIS RODMAN

Wonderful Pistachios Unveils New Cast Members

Irreverent New Cast Joins the Get Crackin' Family for Fifth Season

Wonderful Pistachios is kicking-off the fifth season of its iconic "Get Crackin'" campaign, celebrating the unique and unusual ways pop culture icons crack open a pistachio. This year's highly anticipated line-up includes five-time NBA champion, Basketball Hall of Famer, and peace advocate Dennis Rodman; Founder of the Prancercise fitness regimen-turned-viral-video Joanna Rohrbach; a pistachio-loving elephant; legendary gorilla, Kong Kong; and the chilling shower scene from Psycho.

The Get Crackin' ad campaign, first launched in September 2007, has quickly become a barometer for social and internet trends. Former Get Crackin' cast mates include: "The Jersey Shore's" Snooki, Snoop Lion, and internet sensations PSY, Honey Badger and Keyboard Cat.

"Wonderful Pistachios is proud to be celebrating the fifth year of the Get Crackin' campaign," said Marc Seguin, vice president of global sales and marketing, Paramount Farms. "Our brand is known for leveraging pop culture icons, internet memes and YouTube sensations, and this year will be no different. We know what type of entertainment our audience wants and there's definitely something for everyone with this year's cast."

This season's new line-up of TV spots from the bestselling snack nut includes:

- Dennis Rodman does it because he's nuts: The former professional basketball player turned peace-maker will share his nutty secrets for obtaining world peace.
- The Prancercise Lady does it to stay fit: Creator Joanna Rohrbach will show us her latest version, Crackercise. Nothing like prancin' and crackin'!
- Elephants do it because they're tired of peanuts: This lovable giant demonstrates how peanuts are out and pistachios are in!
- King Kong does it by the pound: The giant movie monster crashes into the fifth season cast showing the world how he munches on pistachios.
- Norman Bates does it for his mother: This Halloween "Psycho's" Norman Bates takes a stab at the small screen. Mother would be so proud.

The fifth season debuts with more than 5,000 national television spots in shows such as "America's Got Talent," "Survivor" (premiere), "Good Morning America," and "Late Night with David Letterman." Additionally, spots will air on cable networks such as Bravo, AMC, FOOD Network, Syfy and TBS. The new commercials and the eclectic cast from the past 4 years can always be seen at www.GetCrackin.com. In addition to TV, the campaign will also have strong presence across online, print and social platforms. This year's Get Crackin' campaign will also be supported by FSIs, in-store promotion, public relations and sports partnerships with Major League Baseball and the Harlem Globetrotters.

Kroger Associates Achieve Perishable Donations Partnership Milestones

The Kroger Co. has donated 175 million meals from fresh meat, produce, dairy and bakery items to Feeding America food banks since 2008 through its groundbreaking Perishable Donations Partnership.

The program has also enabled Kroger to divert more than 100,000 tons of waste away from landfills and incinerators.

As a founding partner of Feeding America, the nation's largest domestic hunger agency, Kroger has been engaged in the hunger relief effort for more than 30 years. Today, the Kroger family of stores has longstand-

ing relationships with more than 80 local food banks.

"Kroger's number one community priority is to support organizations that bring food and hope to our neighbors in need," said Lynn Marmer, Kroger's group vice president of corporate affairs. "With one in six Americans unsure where their next meal will come from, our store associates are leading the charge to deliver fresh nutritious items like healthy fruits and vegetables to Feeding America's network of food banks."

Continued on **PAGE 38**

Beam Honors Military Families

With \$100,000 Donation to Operation Homefront

Beam Inc. teamed up with music superstars Kid Rock and Montgomery Gentry this summer to recognize and support military service members and their families with a \$100,000 donation to Operation Homefront. Wounded warriors were invited to participate in two separate check presentations at concerts in Dallas and Indianapolis, which marked the latest demonstrations of Beam's long history of support for the military.

Beam and its flagship bourbon brand, Jim Beam®, have worked closely with Operation Homefront since 2008, donating more than \$2.5 million through a variety of charitable programming efforts.

"We are extremely proud of our service men and women and the sacrifices they've made for our country," said Frederick "Fred" Booker Noe III, seventh generation Beam master distiller. "Together with Operation Homefront, all of us at Jim Beam are honored to help these heroes and their families once they return home and adjust to life back in the United States."

In Dallas, Army Sgt. Ralph Harroff and his wife, Lorie, joined Kid Rock and Noe to accept a \$50,000 check made out to Operation Homefront. Harroff was injured while serving in Afghanistan, and has received housing assistance from Operation Homefront while doctors continue to repair his injuries. Harroff and his family were the second recipients of a new home under the Homes for the Homefront program.

In Indianapolis, Army Spec. Dustin Foraker, and his wife, Heather, joined Montgomery Gentry and Fred Noe to present an additional \$50,000 to Operation Homefront. Foraker also sustained injuries while serving in Afghanistan and upon returning



■ Kid Rock was in Dallas recently to present a \$50,000 check on behalf of Beam Inc. to Operation Homefront, a non-profit organization that provides emergency financial and other assistance to the families of our service members and wounded warriors. Kid Rock was joined by Operation Homefront COO Amy Palmer, guests of honor, Army Sgt. Ralph Harroff and his wife, Lorie Harroff, and Frederick "Fred" Booker Noe III, seventh generation Beam master distiller. Ralph was injured while serving in Afghanistan, and has received assistance from Operation Homefront since returning home. His family was the recent recipient of a new home under the Homes on the Homefront program.



■ Country duo Montgomery Gentry teamed up with Beam Inc. at the band's Indianapolis show August 15 to present a \$50,000 check to Operation Homefront in support of the nation's military service members and their families. Eddie Montgomery and Troy Gentry were joined by fellow Kentuckian, Frederick "Fred" Booker Noe III, seventh generation Beam master distiller, Operation Homefront COO Amy Palmer, Army Spec. Dustin Foraker and his wife, Heather Foraker. Since Dustin returned home after sustaining injuries in Afghanistan, the Forakers have received housing and financial assistance from Operation Homefront. Beam has donated \$100,000 to the organization this summer.

to the United States to recover, received housing and financial assistance from Operation Homefront for his family.

"We are incredibly thankful for Beam's continued support of Operation Homefront," said Tim Farrell, Operation Homefront's Chief Operating Officer. "Beam's

generous contributions have helped us support thousands of military families each year. Whether that help comes in the form of emergency financial assistance or finding a military family a new home, it makes a huge impact to the families we serve."

Lipton Brews Up New Social App

Lipton Tea, America's favorite tea brand, has announced the introduction of its new hot and iced tea varieties now available in K-Cup packs for Keurig K-Cup single cup brewing systems. To celebrate the launch, the brand is releasing the Lipton K-Scope app -- an

interactive application available on Lipton's Facebook page (www.Facebook.com/LiptonUS).

Just as Lipton K-Cups offer tea lovers a new way to enjoy delicious Lipton tea blends, Lipton's K-Scope app offers consumers the opportunity to put a fresh spin on their favorite memories by creating and sharing custom kaleidoscope music videos using their very own Facebook photos.

"We thought it would be fun for our consumers to put a fresh spin on their favorite memories by allowing them the ability to share, with friends and family, all the ways they celebrate meaningful blends in their lives!" said Melissa Weingarten, Lipton Brand Building Director in the U.S.

Consumers are encouraged to visit the Lipton Facebook page to create their own K-Scope by clicking on the "Lipton K-Cup Packs" tab. A prompt will appear with an authorization to pull photos from the user's personal Facebook library. Consumers are then able to develop and view videos using the Lipton K-Scope app



via Facebook on their home computers and select mobile devices.

The application will allow consumers to select one of three K-Scope templates depending on the "fresh spin" they want to bring to life. Each template is inspired by the delicious combinations of each new Lipton K-Cup pack - Refresh, Indulge and Soothe:

■ **Lipton REFRESH:** This crisp and refreshing iced sweet tea is made of fresh-pressed tea leaves and sweetened with cane sugar. This new variety joins GMCR's current Brew Over Ice collection for Keurig K-Cup brewers, an innovative line of beverages that are specifically crafted to brew directly over ice - great for an easy and refreshing mid-day uplift.

■ **Lipton INDULGE:** Tea drinkers can savor the taste of rich black tea from fresh-pressed tea leaves, blended with delicious natural flavors for an indulgent aroma and taste.

■ **Lipton SOOTHE:** This smooth green tea is made from tender green tea leaves, herbs, and blended with natural flavors. The delicate taste of green tea is an invitation to relax. Lipton K-Cup packs are available in 10-count, 16-count, 22-count and 24-count boxes, and can be found at grocery, mass, and drug retailers nationwide.

14 Guest Editorials

Creating Loyalty Without Cards



By: **DR. GARY EDWARDS**
Chief Customer Officer,
Empathica

Recently, Midwest supermarket chain Jewel-Osco announced that it is discontinuing the brand's loyalty card program and instead, offer all customers everyday low prices. Not surprisingly, the move has re-ignited the debate over loyalty cards and highlighted the importance of rewarding customers' repeat visits.

THE PROS AND CONS OF LOYALTY CARDS

Loyalty cards are a time-tested way to acknowledge and reward repeat customers. By giving customers a reason to return, loyalty cards improve customer reten-

tion, while enabling retailers to capture valuable insights about consumer behaviors. A recent Accenture study shows that 70 percent of ex-customers would have remained with the brand if their loyalty had been rewarded.

The downside of loyalty card programs is that they can be costly to implement and maintain, and can present challenges when it comes to data accuracy and privacy. Even more troubling is the fact that loyalty card programs are often misused or executed in a non-strategic manner, creating a negative impression with customers who are tired of receiving junk mail or feel that their privacy is being invaded.

The issue really isn't about whether or not your grocery chain offers a loyalty card program—

it's about developing a strategy that incentivizes customers to return to your stores.

TIPS FOR IMPROVING LOYALTY WITHOUT CARDS

Loyalty cards are a convenient resource for promoting loyalty in your customer base. However, if you decide to discontinue your loyalty card program or don't have a program at all, you can still improve customer loyalty by printing coupons on receipts, distributing emails with targeted promotions or devising other tactics that reward repeat store visits.

On a strategic level, it's critical to focus on one or two competitive characteristics that drive loyalty to your brand, and to amplify positive customer feedback captured through both structured surveys

and unsolicited social media mentions.

But most importantly, grocery brands need to emphasize the consistent delivery of memorable customer experiences—regardless of whether or not cards are part of the loyalty strategy.

GARY EDWARDS is chief customer officer at Empathica, a leading global provider of Customer Experience Management (CEM) solutions to the world's most respected multi-unit enterprises. Gary is responsible for oversight of sales, marketing, client strategy, account management, marketing science and retail insights. Gary is involved in solving business challenges with research and technology solutions. He has served a key leadership role during program design, implementation, and ongoing development with clients for the past nine years at Empathica.

Meals or Medicine: Catching the Pharma Food Wave



By: **SULEY MURATOGLU**
V.P. Marketing and Product
Mgmt., Tetra Pak

New York City's recent failed attempt to ban Big Gulp-sized sodas was an overt, high profile example of the growing movement to prevent ill health and disease through better nutrition. At the other end of that spectrum—past the proliferation of low-sugar, low-fat substitutes; foods augmented with health-boosting fiber and helpful bacteria; and even beyond the recent explosion in the vitamin and nutritional supplement sectors—a trend towards "pharma foods" has begun blurring the lines between meals and medicine.

In part, this is as wise as the age-old adage "an apple a day keeps the doctor away." But in this high-tech era, the trend is moving into very sophisticated and specialized territory, including, for example, nutritional shakes for early stage Alzheimer's patients.

In total, global nutraceutical sales were an estimated \$142 billion in 2011 and are expected to grow to \$180 billion by 2017, according to a PwC report "Food as Pharma." But BCC Research says the growth will be faster and higher, estimating the nutraceutical market will top \$207 billion by 2016. What's more, nutraceuticals command an average 25 percent profit margin—which is "well beyond the single-digit percentages that food companies make on many of their consumer products," notes Pharmaceutical Market Europe magazine.

So what's fueling this surging trend, and how can food and beverage manufacturers ride its waves?

A globally aging and more health-conscious population, coupled in the U.S. with prohibitive health care costs, is powering an ever-greater interest in the preventative, restorative and potentially therapeutic properties of food. More than one-in-three people now diagnose themselves using online resources, according to a recent Pew Research survey, and self-medication is also on the rise—including consumers who dose themselves with nutritional products.



Understanding the various points of entry in the market is the first key for food and beverage manufacturers. Four major categories have evolved in wellness foods, as described by the PwC analysis:

- **BETTER-FOR-YOU FOODS** that are smaller portions of traditional foods with less of the 'bad stuff,' including salt, fat and sugar—and now also 'free' of trigger substances such as gluten, wheat, dairy, etc.;
- **FUNCTIONAL FOODS** supporting general health, such as probiotic yogurts, calcium-fortified milk and breads, cereals and more with boosted fiber;
- **NUTRACEUTICALS**, or food supplements in liquid and powder forms, which are "taken" like vitamins rather than eaten, but are derived from food rather than concocted out of artificial substances; and
- **PHARMA FOODS**, which is the new

frontier where lines between pharmaceutical and food companies are becoming blurred, typically involving a preventative or curative element for specific diseases or physiological function.

For food companies, this last category of products represent a vast and open landscape for innovation with higher profit margins while for drug companies, the nutritional products arena is a low-regulatory space in which to expand their consumer base.

Both pharmaceutical and food companies can find themselves out of their comfort zone when it comes to pharma foods, with different barriers to entry. Food companies will need to expand their R & D capabilities to enhance their scientific credibility while developing relationships with new types of partners, including drug stores and health practitioners. And pharmaceutical companies come with scientific credibility, but they will have to learn to compete on taste and to develop relationships with supermarket retailers.

Representatives of both industries are rushing to overcome these obstacles. In 2011, Nestlé created two new divisions: Nestlé Institute of Health Sciences and Nestlé Health Science S.A. The Swiss food giant followed that up with its largest acquisition to date, paying \$11.9 billion for the infant nutrition division of pharmaceutical giant Pfizer—a sum the New York Times Dealbook called a "high premium." Also in 2011, French food giant Danone acquired Complian UK, which specializes in nutritional supplements, energy-drinks and meal-replacements.

Meanwhile Pfizer and other pharmaceutical companies, including Reckitt Benckiser and Church & Dwight, are also gobbling up smaller vitamin and probiotic companies. Abbott Labs, which is already a big player in the nutritional market with its Ensure, Pediasure and Similac products, spun off its pharmaceuticals into a separate company, AbbVie, last January.

Though the big players have been first to get in the game, the nutraceutical space is open for companies of all sizes. Here are some ways to

capitalize on the trend:

- **Market the health properties of regular foods**, keeping an eye on the science. For example, cranberry juice has long been a go-to staple for chronic sufferers of urinary tract infections. In research published in the Canadian Journal of Microbiology in June, that conventional wisdom got a scientific boost with a study showing that cranberry juice acts to retard the spread of infections, which can shorten their duration.
 - **Strive for a healthy balance of the less-good-for-you ingredients in product formulation**. Nutritional label reading is on the rise with certain market segments paying close attention. Consider segmenting products with a healthier version that have lower sodium, less sugar or no gluten.
 - **Consider adding one of the popular nutra-foods to your product formulation and market it**. Ginseng, palmetto extracts, ginkgo and ginkgo biloba have well-known properties, and additional fiber or protein can also improve a product's nutritional bottom line. Tetra Pak's customers seeking to develop new product formulations have access to the R&D facilities at its Pilot Plant in Denton, Texas plant.
 - **When considering whether to approach the supplement or pharma-food sectors, understand the research and development costs and barriers to entry can be considerable**. Partnerships between food and drug companies offer opportunities to maximize the upsides and minimize the downsides for each. Food companies bring experience with formulation, packaging, marketing and distribution while pharmaceutical companies have mastered the maze of meeting health claims and other regulations. Companies can cut costs and time-to-market by not trying to re-invent the wheel.
- As the global population continues to age, preventive and curative nutritional products will continue to gain market share. Companies with the foresight to position themselves accordingly will be poised for healthy growth.

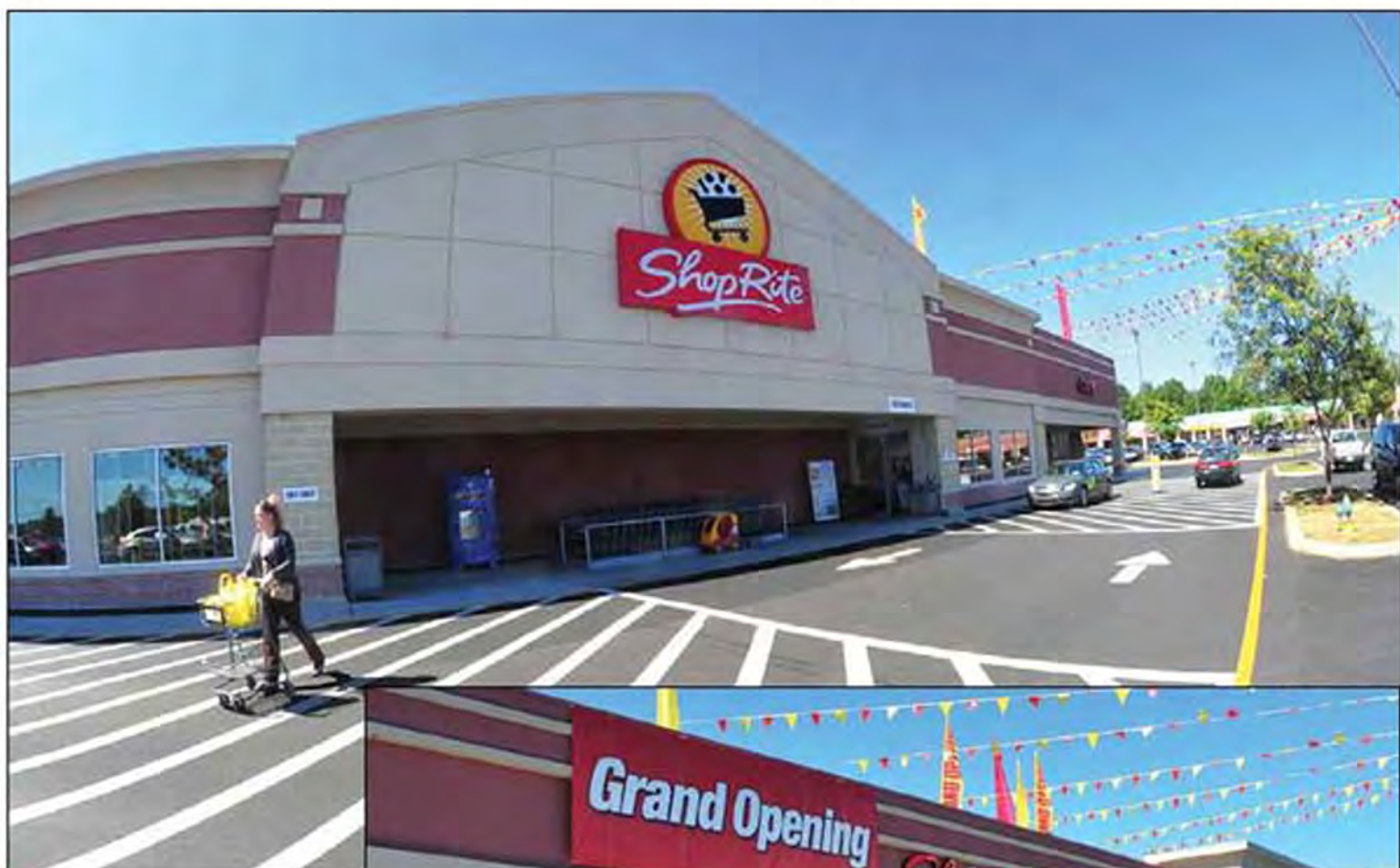
New ShopRite Opens in Glasgow Delaware

A TODAY'S GROCER
Special Report

ShopRite opened its newest store, August 25, in Glasgow, Delaware. A ribbon-cutting ceremony and media preview of the store took place on August 22nd with local politicians, dignitaries and community leaders in attendance.

Located in the Four Seasons Shopping Center, 700 Plaza Drive in Glasgow, the new 73,000 sq. ft. ShopRite is operated by Delaware Supermarkets, a family business which owns and operates five additional ShopRite stores in Delaware. Led by the Kenny Family, Delaware Supermarkets brings an additional 250 jobs to the Glasgow community with the opening of this store.

In addition to a broad array of groceries and fresh produce, this store will have several services that ShopRite customers have come to expect including: a fresh bake shop, fresh meat cut to order, a floral department and fresh seafood delivered daily, as well as a broad selection of natural and organic products in every department. All Kenny family ShopRites also offer customers a hot buffet bar, as well as a wide variety of



■ SHOPRITE OF FOUR SEASONS PLAZA, located at 700 Plaza Drive in Newark, Delaware is open 6 AM to Midnight daily.



■ A view of the Floral Department.

freshly prepared entrées and gourmet delicacies, including fresh-baked pizza, fresh-made sushi, a cold buffet bar, a Mediterranean olive bar and cheeses from around the world.

The ShopRite of Four Seasons Plaza features an in-store café, and a full-service catering department to complement any occasion, from an intimate dinner for two to a full-scale gala event.

The new store also offers customers the convenience of online shopping with ShopRite From Home. ShopRite from Home allows customers to place online orders



■ The ShopRite of Four Seasons Plaza was built with the latest energy-saving and sustainable technologies in refrigeration and lighting, including glass doors on the dairy and freezer cases, LED and T-8 lighting and environmentally-friendly refrigerant systems.



■ FISHERMAN'S COVE FRESH CATCH – The seafood department features fresh seafood delivered daily.



■ DELEWARE SUPERMARKETS President Chris Kenny (foreground) and company founder Bernard Kenny (second right) pictured with elected officials inside their new 73,000 sq. ft. ShopRite in Glasgow, DE.

from their home computer or mobile device and have store associates shop for them, so they can come by at their convenience and pick up their packaged groceries.

The Kenny family also plans to add an in-store registered dietitian to its team to assist customers in choosing healthy foods for their families.

The ShopRite of Four Seasons Plaza was built with the latest energy-saving and sustainable technologies in refrigeration and lighting, including glass doors on the dairy and freezer cases, LED and T-8 lighting and environmentally-friendly refrigerant systems.

"We are very excited to extend our service to our Newark neighbors with the opening of our newest store in Glasgow," said Christopher Kenny, president of

Delaware Supermarkets. "The new ShopRite of Four Seasons Plaza will represent the traditional low prices and outstanding service

es that ShopRite has always been famous for and we look forward to continuing to have a positive impact on the community."



■ The new store features both pre-packaged and fresh meat cut to order.



■ A view of the attractively merchandized Produce Department.



■ A view of the Neighborhood Delicatessen.

16 Strictly Natural

Newest Superfruit Baobab from African Savanna Introduced



Estimated to reach \$243 billion by 2015, the global superfood industry has experienced booming growth from its original \$8 billion market in 2011. Addressing the growing consumer demand for health-conscious products, Kaibae introduces the newest superfruit to the US market. The Baobab (pronounced as *ba-o-bab*) fruit gains recognition for its extraordinarily high level of antioxidants,

exceeding all other superfruits on the market. Grown from the legendary Baobab tree, Baobab fruit is now available to all who wish to discover its extensive array of health benefits thanks to the Kaibae's USDA-certified organic, vegan, gluten-free 100% Pure Baobab Fruit Powder.

Kaibae's Baobab Fruit Powder is sold online on at www.gokaibae.com and in select health food stores for the suggested price of \$29.95 per 10 oz. family size bag and \$15.95 per 4 oz. per travel size. The Kaibae Fruit Powder Value Pack is sold online for \$75.85 and includes two 10 oz. bags and one 4 oz. bag with free shipping.

Kaibae's Baobab Fruit Powder provides an incredible array of health benefits. Two tablespoons of the superfood powder, consumed twice a day, contains six times more Vitamin C than an orange, twice as much calcium than a glass of milk, four times the potassium of a banana, and six times the antioxidants than berries and twelve times the dietary fiber of an apple. The naturally sweet and tangy powder can be added to practically any food or drink - sprinkled on yogurt, stirred into smoothies, or mixed into baked goods.

The very high levels of antioxidants and nutrients in Kaibae's Baobab Fruit Powder help keep free radical renegades that can undermine health and wellness at bay. Baobab Fruit Powder also helps the body balance sugar metabolism and lower cholesterol, promotes a healthy inflammation response, revitalizes and protects skin, supports a health immune and digestive system, and provides a natural source of fuel to increase energy and relieve fatigue.



PB Crave Unveils New Natural Peanut Butter Flavors with A Twist

PB Crave, a natural peanut butter company, officially unveils its inventive and delicious blends to peanut butter lovers nationwide. With an unexpected twist on a classic snack, PB Crave introduces natural premium ingredients such as white chocolate, raspberries and wild honey to create a magical mix of deliciousness. PB Crave's Cookie Nookie, Razzle Dazzle, Coco Bananas and Choco Choco peanut butter flavors are expected to tantalize taste buds with every bite.

On a mission to revamp traditional peanut butter, PB Crave has added a variety of flavors into the mix. The irresistible Cookie Nookie incorporates a combination of milk chocolate chips with decadent natural cookie dough flavor. For a dizzying blend of deliciousness, the Razzle Dazzle is made with sweet red raspberry, cool white chocolate and rich dreamy darkness. The Coco Bananas adds a taste of paradise with a tropical blend of bananas, cocoa honey and chunks of sweet chocolate. For a double dose of chocolate, the Choco Choco is made with semi-sweet and dark Belgian chocolate. PB Crave's natural and nutty line is gluten and cholesterol-free, made with wild honey and fresh-farm peanuts.

"We wanted to create a product that would revolutionize the traditional peanut butter category," said Curt Riess, Founder of PB Crave. "Our team has developed four innovative peanut butter flavors that are artisan-crafted from quality ingredients and proven practices. Our goal is to never stop striving for more and to make a long lasting impression on our consumers with our healthy unique recipes."

In addition to their dedication to creating delicious peanut butter flavors, PB Crave is also committed to making a difference in the world by donating 2 percent of the profits of every PB Crave jar to Project Peanut Butter, a non-profit organization that aims to treat 2 million malnourished children by 2015. PB Crave's four flavors are available nationwide in 16 ounce jars. The suggested retail price of PB Crave's peanut butter blends range depending on retailer between \$5.48 and \$7.99 per jar.

Simply7's

Seasonal Dark Chocolate Pomegranate Chips

Provide a Guiltless Treat this Holiday Season

The holiday season is often synonymous with delicious food, snacks and, of course, chocolate. Simply7 Snacks is curing those holiday cravings for chips and chocolate without all of the calories with its seasonal Dark Chocolate Pomegranate Chips. Sweet, slightly tangy pomegranate and rich, dark chocolate combine to create the perfect holiday snack.

Not only are the Dark Chocolate Pomegranate Chips non-GMO and jam packed with flavor, but they also have several health benefits, making them a guilt-free snack that won't add to the post-holiday bulge. Using one of the most antioxidant-rich ingredients in the world, pomegranates, the chips have 58 percent of the antioxidants as that in a cup of pomegranate juice and provide nutritional attributes such as vitamin C, vitamin B and potassium.

Each bag of the Dark Chocolate Pomegranate Chips (MSRP \$3.49) contains four servings.



Brownie Crunch Spices Things Up

Launches Jalapeño, Chile Pepper, and Chipotle Brownie Crunch

While dining in a restaurant in Mexico City, Brownie Crunch creator Seth Greenberg was savoring an entrée of roast chicken in a traditional mole sauce. The dish was both memorable and inspiring. The combination of chocolate and sharp spices tickled Seth's taste buds and his imagination as well leading to the development of the new Southwest Brownie Crunch line.

Recently launched at the Specialty Food Association's Fancy Food Show are Jalapeño, Chile Pepper and Chipotle flavors that marry the sweet and spicy flavors Greenberg enjoyed during his trip. In addition, New York Brownie Crunch is introducing their new Orange and Cinnamon Cappuccino flavors.

Having tackled the growing pains of a first year food product startup Greenberg returned to research and development looking for ways to improve and enhance the existing product line. While classic brownie flavors are the staple role model for Greenberg's company, the new Southwest line will, as he explains, "...broaden everyone's brownie experience." Greenberg believes that he's got a new key to snack foods, "The Southwest line's chocolate richness mixed with the spicy tang makes it delicious paired with not only a glass of milk, but a cold beer or a favorite cocktail as well."

Now the original flavors of Seth Greenberg's Authentic New York Brownie Crunch, Chocolate Chip, Toffee Caramel, Mint Chocolate Chip and new flavors Orange and Cinnamon Cappuccino, are joined by Southwest Brownie Crunch. All are available in 4 oz. packages for the suggested price of \$4.99.

From Farm to Store:



Two Guys In Vermont Bring Fresh, Healthy Soups to You

Two Guys In Vermont is serving up its farm fresh, healthy and ready-to-serve soups.

Two Guys In Vermont offers three delicious flavors of soup, each cooked with all natural, non-GMO ingredients sourced from local family-scale size farms all safely packaged in BPA-free glass jars that preserve the rich taste of the ingredients: Chunky Garden Tomato offers the traditional, well-loved taste of tomato soup with the exotic, yet mild, anise and subtleties of sweet cream; Veggie Basil Goodness is cooked with fresh carrots, onions, celery, garlic, vine-ripened tomatoes, cannellini beans and of course, basil; and Hearty Curried Apple Butternut Squash merges fresh, sweet apple with butternut squash and a madras curry spice for a unique and satisfying fusion of flavors.

Jeff Weinstein, founder and one of "two guys" behind the soup company, first started the business in 2010 with a desire to combine his love for good, healthy food, fresh, local ingredients, and soup. Two Guys In Vermont operates with a mission to support family-scale size farms throughout its home state and New England. The company is also committed to using non-GMO ingredients, safe packaging options and reducing exposure to pesticide and herbicide residues. Soups are cooked in small kettle batches, with a jarring process similar to traditional canning, and each 13 oz. jar of soup contains three servings of fruits and vegetables.



Delicious Blend of Muesli with Whole Grains, Fruits and Nuts

Straw Propeller Gourmet Foods, the gourmet oatmeal company that serves up all natural oatmeal in a cup—from curry flavored oatmeal to Blueberry Blitz, featuring natural yogurt-covered blueberries—uses flavors that are anything but predictable and now the two-year old company has added a new line of Muesli to the mix.

The new muesli is available in 12 oz. portable containers in three new flavors: Apple Cranberry Muesli, a combination of fruits and nuts for optimal flavor and nutrition; Peanut Butter Apple, with all natural peanut butter chips and dried apples; and Original Muesli packed full of fruits and grains.

"Our gourmet oatmeal in a cup has been such a tremendous success the past two years, that consumers have requested we come up with new flavors and products," said Patricia Bartelson, Straw Propeller Gourmet Foods co-owner. "We want to try to accommodate our ever growing community of supporters and rapid market expansion with a variety of options for a delicious gourmet meal on the go."

The original gourmet oatmeal in a cup is available in 12 flavor varieties, including vegan and gluten free options, all of which can be mixed or customized for wholesale orders.

The new Straw Propeller Gourmet Foods Muesli is now available for nationwide distribution. The suggested retail price for individual cups ranges from \$2.75 - \$3.50 depending on the retail location.

Latin America Commercial Refrigeration Equipments Market Growing

According to a new market report "Commercial Refrigeration Equipments Market- Latin America Industry Analysis, Size, Share, Growth, Trends, and Forecast, 2012 - 2018," published by Transparency Market Research, the market for commercial refrigeration equipment in Latin America is expected to reach a value of USD 1.1 billion by 2018, growing at a CAGR of 6.9% from 2012 to 2018.

The Latin America commercial refrigeration equipment market is witnessing growth for both new installations as well as replacement. However, new installation demand currently dominates the trend. This is largely due to demand for more refrigerated storage and transportation equipment. Increase in trade activities involving refrigerated food items is the prominent cause behind the demand surge. Regional economic growth and steady growth in the

tourism sector has further added to demand rise. Replacement demand is fuelled by change in regulations, such as PALCEE (Energy Efficiency Program for Latin America and the Caribbean) and SIER (Regional Energy Information System) by OLADE (Latin American Energy Organization).

Geographically, though South America makes up the largest segment, Central America is expected to record the fastest growth during the forecast period 2012 - 2018. The emergence of Central America is largely due its

growing popularity as an export market. The Caribbean region, despite its robust tourism sector, is expected to witness slow growth.

Among different types of commercial refrigeration equipment, the market is dominated by transportation refrigeration equipment, such as shipping containers, refrigerated trucks and trailers. Increase in both inbound trade and exports have driven the demand for refrigeration equipment across the transportation sector. Refrigerators and freezers used to

store items in commercial establishments constitute the second largest segment, with demand largely contributed from hotels, restaurants, cafes, and other such businesses.

The commercial refrigeration equipment market is dominated by the food service segment, which consists of equipment such as display cases, vending machines, and beverage refrigeration equipment, among others. Food service segment along with food and beverage distribution equipment segment accounts for more than

50% share of the Latin America commercial refrigeration equipment market.

The Latin America market is still in a transition phase to become a destination market for leading industry players. Manufacturers such as Metalfrio Solutions SA, Beverage-Air (Ali group), Fogel, and Lennox International have a pioneering advantage in the market. Other players such as SRC Refrigeration, Dover Corporation, Daikin, and Illinois Tool Works, too are catering to demand in the region.

Pinnacle Foods to Acquiring Wish-Bone Salad Dressings

Pinnacle Foods has entered into a definitive agreement to acquire the Wish-Bone salad dressings business from Unilever PLC, in a transaction that is expected to be immediately accretive to Pinnacle. The acquisition, which is subject to customary closing conditions, is expected to be completed in late Q3 or early Q4 2013.

Wish-Bone is a leading salad dressing brand, holding the #1 share position in the Italian segment of the category and the #3 position overall. The portfolio being acquired includes a broad range of liquid and dry-mix salad dressing flavors under the Wish-Bone and Western brand names. The brands have attractive margins and high free cash flow conversion and are expected to immediately enhance Pinnacle margins. Combined annual sales of the brands being acquired total approximately \$190 million.

Commenting on the announcement, Pinnacle Foods Chief Executive Officer Bob Garngort stated, "The acquisition of Wish-Bone is a perfect fit with our successful strategy of 'Reinvigorating Iconic Brands.' In addition to enabling significant cost synergies and tax benefits, the transaction enhances our ability to offer consumers meal solutions and recipe ideas across our broad portfolio of brands. We are excited to apply our innovation capabilities to this great brand."

The purchase price of the transaction is \$580 million, which will be funded with cash on hand and new debt.



AKENTON

IMPORT AND EXPORT

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18 Beverage

■ Double Awesomeness



Kill Cliff Unveils New Flavor

First came "Tasty" in orange, and now there's "Double Awesomeness" in red. Following an online launch over the Fourth of July holiday week, Kill Cliff, makers of the popular line of recovery drinks, has begun shipping to retail its first new flavor: Double Awesomeness.

With all the same attributes as Kill Cliff's original orange flavor -- including only 15 calories, only 25mg's of caffeine, no sugar, gluten-free and all the same natural anti-inflammatory supporting ingredients -- Double Awesomeness is naturally sweetened for "anti-artificial" consumers.

Double Awesomeness has arrived at GNC stores where it will be available exclusively at retail in 12oz. Rexam SLEEK cans and in four-packs through the rest of this summer.

"It's really simple; we asked ourselves, 'How can we achieve a greater level of liquid awesomeness in this lovely 12oz. SLEEK can from our friends at Rexam,'" Kill Cliff Founder Todd Ehrlich said. "At the risk of overwhelming our loyal patrons, we all agreed: DOUBLE IT. I wouldn't say it's twice as nice as the Tasty, just 'different.'"

Kill Cliff's recovery drink formula is based on the theory that reducing inflammation is an integral part of recovering from strenuous exercise and physical exertion. Each 12oz. can contains a proprietary mix of natural, gluten-free recovery-supporting ingredients including enzymes, green tea extract, ginger root, and milk thistle among other functional ingredients.

Kill Cliff packages its recovery drinks in Rexam SLEEK cans because of their durability, portability, and brand differentiation, as well as the fact that it helps the beverage stand out on retail shelves. The company also benefits from aluminum cans being the most sustainable packaging choice in the world, as they are recycled at more than double the rate of any other beverage package.



Gevalia Launches New Line of Single-Serve Café-Style Coffee

Gevalia is giving coffee lovers another reason to wake up and savor the taste of rich, never bitter coffee without ever leaving their homes. For those who love starting cozy fall mornings with a warm Cappuccino, Caramel Macchiato or Mocha Latte, Gevalia Coffee's new K-Cups deliver three premium coffee flavors in-home, made with real milk and topped with a velvety layer of foam!

Available for sale in stores now, shoppers can purchase Gevalia's new two-step, single-serve Keurig K-Cups. For coffee aficionados, this new product offering delivers the coffee shop taste in the comfort of home.

■ Beverly Hills 90H2O

World's First Sommelier-Crafted Water Launched

Inspired by the crafting of champagne and fine spirits, a team of fine dining experts, including the world's foremost water sommelier Martin Riese, has created Beverly Hills 90H2O, the world's first sommelier-crafted water. This breakthrough product is overwhelmingly ranked by consumers as "the best tasting water in the world", and establishments are rapidly adopting it as a showcase piece. Launched by Beverly Hills Drink Company, Inc. of Beverly Hills, California, Beverly Hills 90H2O is already featured at Montage Beverly Hills, Luxe Rodeo Drive Hotel, Monsieur Marcel Gourmet Markets, and Bulgari on Rodeo Drive, among several other select luxury outlets.

Considered "the champagne of waters", Beverly Hills 90H2O was designed by world-class sommeliers expressly for fine dining, special events, and exclusive gifting. Pristine spring water from high up in the Northern California Mountains is crafted with natural minerals using a proprietary patent-pending formula. The crafting process results in a 7.5 pH alkalinity, perfectly-balanced minerals, and a silky smooth, incredibly crisp, exceptionally fresh taste profile with overwhelming appeal across the entire consumer spectrum. These extraordinarily unique characteristics make Beverly Hills 90H2O the first ever water truly suited for pairing with fine foods and wines.

Beverly Hills 90H2O is made available in limited editions of 10,000 individually numbered glass bottles. Each edition features unique custom art, making every bottle also a highly desirable gift and prized collectable.

During the first phase of its worldwide launch, Beverly Hills 90H2O will be available exclusively in top-tier U.S. markets, including Chicago, Dallas, Las Vegas, Los Angeles, Miami, New York, and San Francisco.

Partnerships Expand Little Me Tea Availability

The availability of Big Time Tea's Little Me Tea is set to expand nationally soon as key new distribution partnerships take shape. Little Me Tea is a low in sugar, completely organic, caffeine-free tea sweetened with fruits and veggies. With no added sugar, there are just 6 grams of sugar naturally occurring from juice per 6.75 ounce juice box, giving Little Me Tea the lowest sugar content of any kids' drink on the market. More than just low

in sugar, Little Me Tea is made of a blend of four organic teas known to be rich in antioxidants that include White Tea, Rooibos Tea, Hibiscus flowers and Chamomile.

"Little Me Tea is the healthiest kids' drink on the market," stated founder, Melinda Hicks. "Beyond offering no added sugar and lower sugar content than any other drink, we also have a unique blend of caffeine-free teas that offer a host of health benefits. To be able to offer kids throughout the country a truly healthy drink in the convenience of a juice box is a thrilling prospect."

Little Me Tea has announced the following distribution partnerships:

NATURE'S BEST - Nature's Best will make Little Me Tea 6.75 ounce juice boxes available in the Southwest and Western U.S.

KEHE - Little Me Tea juice boxes will be available to KeHe retailers in the Northeast, Midwest, Southeast, Southwest and California.

UNIQUE FOODS MARKETING - Unique Foods Marketing has placed Little Me Tea juice boxes in Whole Foods Market South Region which includes Georgia, Tennessee, North Carolina, South Carolina and Alabama.



Abbott Introduces New Nutrition Shake

Abbott is introducing a new nutrition shake -- Glucerna Advance -- which has been formulated for people with diabetes who are seeking additional nutrition and health benefits. It is the most advanced nutrition for people with diabetes; it helps to minimize blood sugar spikes while supporting heart health and the immune system.

The formula contains targeted nutrition, including:

- CARBSTEADY ULTRA[®] which includes slowly-digestible carbohydrates designed to help minimize blood sugar spike
- Plant-based phytosterols¹ and Omega 3s² to support heart health
- An excellent source of antioxidants (Vitamin C, E and Selenium) that supports immune health
- Chromium from chromium picolinate to help support carbohydrate metabolism

Diabetes is an epidemic increasing at an alarming rate. By 2050, one in three adults will have the disease.³ Weight management and proper nutrition are key to managing and preventing diabetes. But making the right choices can be difficult, especially when time and convenience can dictate what and when we eat.

Glucerna Advance costs \$8.99 for a 4-pack of 8-ounce shakes, which come in both chocolate and vanilla flavors.



(1) Foods containing 400 mg plant sterol esters per serving, eaten twice a day with other foods for a total dietary intake of 800 mg as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease by lowering LDL cholesterol.
(2) The 2012 US Dietary Guidelines Advisory Committee (DGAC) based on evidence analysis concluded alpha-linolenic acid (ALA) intake of 0.6-1.2 percent of total calories will meet current recommendations and may lower cardiovascular disease (CVD) risk.
(3) National Diabetes Fact Sheet 2011. National Center for Chronic Disease Prevention and Health Promotion. <http://www.cdc.gov/diabetes/pubs/topicfactsheets1.htm>



Jones Soda Launches "Made in Michigan"

Jones Soda Co. has announced the launch of its Michigan-themed Jones Soda, bottled and sold exclusively in the state of Michigan.

Michigan helped put Jones Soda on the map in the initial years after Jones Soda was founded, and Jones Soda wanted to show its appreciation. To say thank you for the years of support, Jones Soda has partnered with Intrastate Distributors Inc. to bottle Jones Sodas products in the city of Detroit. The labels on this edition of Jones Soda features over 40 photos showcasing the state of Michigan submitted by our fans throughout Michigan as well as the distinctive logos of the Made In Detroit official clothing brand. The Michigan-themed and bottled Jones Soda comes in eight flavors: Green Apple, Berry Lemonade, Fufu Berry, Cream Soda, Root Beer, Blue Bubblegum, Strawberry Lime, and Orange & Cream. The Michigan-themed and bottled Jones Soda is available at retailers throughout the state.

"From the outset of the launch of our brand in 1996 through today, Michigan has been one of our strongest markets. Our Michigan fans and distributors have always been our biggest supporters, and I have never lost sight of that," said Jennifer Cue, Jones Soda CEO. "With the help of the Made In Detroit brand and Intrastate Distributors, this unique bottling and distribution of Michigan-themed Jones Soda is our way to honor and say thank you to the great state of Michigan. Thank you, Michigan!"





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SOUTHEAST WHOLESALE FOODS began distributing to independent retailers in Florida, The Caribbean, Central and South America in November 2003. For ten years we have heard our competitors talk about us as 'the company that won't last another six months', yet we keep *going* and *growing*! We have...and will continue...to provide affordable, Best-in-Class services to our customers!!

Our strategy is simple - Offer retailers a choice, create value, and provide a wide variety of dry, perishable, GM/HBC, meat, produce and specialty foods.

Southeast is an employee-owned company. Our Southeast Wholesale Foods team is very proud of the exponential growth their hard work and determination have created, which has benefited our customers, our vendors and all of our employee-owners.

We want to thank you and all of our business partners and employee-owners at this time for contributing to our success.

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22 Frozen Food

Once-In-A-Lifetime Holiday Occurrence

Dr. Praeger's Sensible Foods Celebrates With Three New Harvest Season Veggie Pancakes

This year, the first day of Hannukah coincides with Thanksgiving Day – the first and only time this will happen. This rare occurrence has inspired Dr. Praeger's Sensible Foods to celebrate with the launch of three new seasonally inspired veggie pancakes: Roasted Corn, Root Vegetable and Zucchini & Carrot. All three varieties will be available exclusively at Whole Foods this November.

Each All Natural, Kosher Certified pancake incorporates the finest, recognizable ingredients with an assortment of harvest flavors, making them a convenient option for customers looking to create tasty and sensible holiday dishes.

■ **ROOT VEGETABLE PANCAKE:** Like a "better-for-you" cranberry stuffing in the shape of a pancake, this variety features a mix of beets, cranberries, and quinoa with rutabaga, potatoes, celery and sweet potatoes. (Vegan / Gluten-Free)

■ **ROASTED CORN CAKES:** By combining roasted corn



with roasted garlic, leeks, cilantro and chipotle, these cakes add a nutritious and delicious zing to a traditional holiday vegetable side. (Vegetarian)

■ **ZUCCHINI & CARROT PANCAKES:** Featuring two harvest favorites, this variety delivers the ultimate taste of fall in a convenient to prepare pancake! (Vegetarian / Gluten-Free)

"Given our family and company heritage, we thought this was a fun opportunity to celebrate and create some seasonal offerings," said Larry Praeger, vice president of Dr. Praeger's Sensible Foods. "These pancakes incorporate a lot of the harvest vegetables and tastes associated with traditional holiday meals. We're excited to offer a tasty, healthy and convenient twist on these seasonal dishes."

The new pancakes have an SRP of \$4.99 per box of six, individually wrapped patties. These seasonal varieties will be available starting November at Whole Foods stores in all regions.

Premium Ice Cream Manufacturer

Boulder Homemade Finding Success with Figo! Organic Gelato

Figo! Organic Gelato, a super premium, USDA Certified Organic, non-GMO gelato line made by Boulder Homemade Inc., is now available in leading natural foods stores and supermarkets.

Made in the authentic, traditional style using recipes created under the guidance of a master Italian gelato maker, Figo!, which means "cool" in Italian, is slow-batch churned by Italian crafted machinery. The ten-gallon Italian-made machines use a proprietary slow-churn process to create an ideal mixture of low air and butter fat, which lends to the gelato's smooth, creamy and rich texture while creating under one-tenth of a percent of product waste, and a lower fat, premium product.

Figo! Organic Gelato is USDA Certified Organic, non-GMO, gluten free and egg free.

Boulder Homemade's commitment to sustainability is a driving force in its premium ingredient selection, manufacturing and packaging processes. The company sources certified organic milk from Colorado dairies, and handcrafts its organic ice cream and gelato products in a zero waste, wind-powered facility. In addition, Figo! Organic Gelato comes in BPA-free packaging.

"Each of our unique flavors contains finely tuned ingredient combinations to create a symphony of flavor. Each ingredient is crucial to the overall flavor profile that we feel creates a standout product for the marketplace," explains Scott Roy, CEO and President of Boulder Homemade Inc., which got its start in 1992 as a regional ice cream manufacturer and retailer in Boulder, Colo.

Figo! Organic Gelato offers seven distinctive flavor varieties appealing to a modern taste palate: Salted Caramel Café made with real caramel; Chocolate Duet, a blend of cocoa powder and molten chocolate; Chocolate Peanut Butter; Coconut Almond Chip; Cool Limone made with fresh lemon juice and zest; Pure Pistachio; and Vanilla Trio—a blend of Tahitian, Madagascan and Bourbon vanillas.

Figo! Organic Gelato is available in non-mixed 8-pint cases. The MSRP is \$4.99 per pint.



MacKnight Food Group Announces Wal-Mart Supercenter Deal Wal-Mart Launches MacKnight Salmon Burgers



Miami-based MacKnight Food Group announced that Wal-Mart is now selling their Atlantic Salmon Burgers. The Salmon Burgers are one of the company's most popular products and sourced from premium, farm-raised Atlantic salmon. Ian MacKnight of MacKnight Food Group weighs in on the new business and the company's outlook.

"We're thrilled to have Wal-Mart as a buyer and looking forward to serving their customers the best possible product," says MacKnight. "Our Atlantic Salmon Burger is delicious and perfect for the health-conscious consumer looking for an easy and great tasting home-cooked meal. This is a great product for parties, family dinners or individual meals, and we're certain it will be a hit at Wal-Mart."

The Atlantic Salmon Burgers will provide a heart-healthy choice for Wal-Mart customers looking for the best quality seafood on the market. Launched August 17th, the burgers are now available at 2,085 Wal-Mart supercenters. MacKnight projects the product will be at all 4,000 Wal-Mart supercenters nationwide by the end of the calendar year.

MacKnight Food Group sources their salmon from the waters of Norway and Scotland. The company's CEO Jonathan Brown started his salmon business as a teenager in Scotland more than 25 years ago, and has turned his passion for the best quality smoked salmon into an international success, as the Wal-Mart deal demonstrates.

"We know Wal-Mart customers will enjoy everything our product has to offer, and we look forward to fostering this new business relationship and the continued growth that stems from it," says MacKnight.



Matlaw's Debuts Crunchy Fish Sticks and Crunchy Fish Squares

Matlaw's invites the world to discover the fun and flavor of the best seafood they've ever tasted with their succulent Stuffed Clams, new, All-Natural Crunchy Fish Sticks and Crunchy Fish Squares, Breaded Shrimp, Wild Salmon and much more.

Matlaw's is dedicated to consistent quality and value, and is committed to always providing consumers with new products that delight both the palate and their sense of adventure. Available in supermarkets nationwide, Matlaw's delivers America's #1 Stuffed Clams to plates all over the country and has never been more proud to be a leader in bringing the health benefits and delicious flavors of seafood to food lovers everywhere.

Matlaw's Stuffed Clams are so easy to cook in the oven or even the microwave. They are great on the grill too! Order now- this is a treat your customers won't want to miss out on.

Farm Rich Introduces Three New Products

Rich's newest products - Toasted Ravioli, Crispy Dill Pickles and Chili Cheese Bites - are sure to please snack-lovers nationwide. Available now nationally, each of these products embraces different tastes and traditions from favorite regional flavors around the U.S.

Inspired by the iconic St. Louis dish, Farm Rich's four-cheese Toasted Ravioli are made with mozzarella, Parmesan, Asiago and Romano cheeses and lightly breaded. After 12 minutes in the oven, the ravioli are served crispy and golden brown with a warm, cheesy center. This St. Louis specialty is a fun spin on traditional ravioli and can be served with sauces such as Orange Salsa Verde, Fiery Feta and Roasted Red Pepper or Quick Alfredo for an easy dinner, or as a unique appetizer for dipping.

Crispy Dill Pickles, a version of fried pickles, is an appetizer popularized in the South. These round, crunchy kosher dill pickle slices are covered in a lightly seasoned breadcrumb. They're golden and warm after nine minutes in a conventional oven, ready to be served alone or enhanced with a cool dip such as ranch dressing.

Combining its cheese expertise with the passion of chili experts in Texas, Farm Rich created Chili Cheese Bites, which have smooth cheddar cheese and mild chili sauce in each bite. The annual Terlingua International Chili Cook Off in Terlingua, Texas, where the secret to winning formulas tends to be the layering of different flavors and chilies, inspired the chili sauce recipe. In addition to these new products, Farm Rich's new and improved Mozzarella Bites are returning to stores this month. Made with real mozzarella cheese and pizza dough, these popular bite-sized snacks come out of the oven with a hot cheesy center for an easy-to-share treat.

"These products are a great addition to our popular snack lineup. Farm Rich is known for making outstanding cheese snack products, so the Toasted Ravioli and Chili Cheese Bites play off that heritage, while the Crispy Dill Pickles draw from our southern roots and add a new flavor," said Shannon Gilreath, senior marketing manager for Farm Rich. "Whether it's enhancing pasta night with the family or serving up a fun new appetizer at your next gathering, there's a lot you can do with all of our snacks and appetizers."

Priced around \$5 to \$5.50 a package.



Market Force Study Finds

Publix Pharmacy Ranks No. 1 in Consumer Satisfaction

Publix Pharmacy is North America's favorite based on customer satisfaction, according to a new study of 3,600 consumers conducted by Market Force Information, a worldwide leader in customer intelligence solutions. Target was a close second and Kroger ranked third. All three received high marks in operational attributes such as service, cleanliness, atmosphere and checkout times.

Market Force's study was designed to uncover which pharmacies consumers prefer for their health and wellness needs, as well as why they favor one pharmacy to another. When asked to rate their satisfaction with their most recent pharmacy experience and their likelihood to refer that pharmacy, consumers scored Publix above all others. Target, Kroger, Costco and Rite Aid also ranked high on the customer delight index, which reveals the intersection between overall satisfaction and the likelihood of recommending a pharmacy to friends/family.

FAVORITE PHARMACY CHAINS ON DELIGHT INDEX

With over 1,000 supermarkets, Publix is one of the largest regional grocery chains. Currently, more than 80% of the chain's stores have a pharmacy, which are regularly recognized for their high customer satisfaction.

Traditional Pharmacies Still Bustle, But Grocers Making Inroads

Market Force also looked at the types of pharmacies consumers patronize the most,

While traditional pharmacies are still the most frequented, grocery store pharmacies are gaining ground with consumers

asking where they primarily go for their prescriptions. National and regional pharmacy chains topped the list with 43%, while mass retailers ranked second at 19% and super-market pharmacies ranked third with 14%. Mail orders through health insurance was a distant fourth with 5%, tying with local "mom & pop" pharmacies.

CONSUMERS' PRIMARY SOURCE FOR PRESCRIPTIONS

When participants were asked to name their primary pharmacy chain, Walgreens (18%) and CVS (17%) were neck and neck, trailed by Walmart (12%), Target (5%), Rite Aid (also 5%), Kroger (3%), Costco (2%) and Safeway (also 2%).

Being "Just OK" Can be Costly

When it came to customer experience, the results were a mixed bag. Nearly six out of 10 said they were delighted by their most recent experience at the pharmacy, while one-third said it was "just OK" and 10% reported being dissatisfied. This could point to a missed opportunity for pharmacies to garner new business, given that delighted customers are nearly three times as likely to recommend a business to others.

"With national chains, grocery stores, wholesale clubs and mail-order options, there's enormous competition for new cus-

tomers. Faced with a plethora of choices, consumers seldom give a pharmacy another chance, so being adequate is no longer good enough," said Janet Eden-Harris, chief marketing officer for Market Force. "On the flip side, those that leave a positive impression on their customers can create brand advocates who are likely to recommend to family and friends."

For those who reported dissatisfaction, the biggest reason given was long checkout times. Other cited the inability to find desired products, as well as poor service by pharmacy staff, cashiers and floor associates.

Publix and Target Eclipse Competition in Key Areas

The top performers on the delight index - Publix and Target - rated head and shoulders above the other leading chains in the operational excellence attributes. Publix ranked first for friendly staff, atmosphere and cleanliness. Target led in checkout times, followed by Walgreens and Rite Aid, both of which performed consistently well across most of the categories.

How Pharmacy Chains Ranked on Operational Attributes

"We discovered that factors like convenience, friendly service and fast checkouts are prevailing reasons why consumers prefer

one pharmacy to another," said Eden-Harris. "Grocers and mass retailers are increasingly investing in these areas to capture more business from conventional pharmacies like Walgreens and CVS, the latter of which was noticeably absent from this ranking."

Costco Price Leader; Safeway Wins Consumer Notice for Loyalty Program

In the all-important pricing category, Costco distinguished itself from the rest of the pack, ranking first with 85%, followed by Walmart with 51% and Target with 42%. Safeway was lauded for having the best loyalty program among the pharmacies studied. Note that while it didn't earn the No. 1 spot in any pricing/marketing category, Target was a top-three finisher in all of these categories. Meanwhile, no one received high marks for sales & promotions or for easy-to-read pricing, with scores in the teens. See Graph 4.

HOW PHARMACY CHAINS RANKED ON MARKETING ATTRIBUTES

Private Label Is Popular

Nearly all of those surveyed (98%) said they choose a store's brand for over-the-counter or nutritional products when faced with an option. Costco's private-label brand was the most popular, and the wholesale club also earned a spot in the top three for one-stop shopping after Target and Walmart. All of the top pharmacies fared poorly in supplying nutrition & health information, highlighting an area where one could possibly discern itself from the others.



ANTHONY HUCKER

Hucker Leaves Giant

Ahold USA has announced the departure of Anthony Hucker as Division President, Giant Landover. Hucker has decided to resign from the company for another opportunity.

Bhavdeep Singh, Executive Vice President of Operations, Ahold USA, will oversee the Giant Landover division on an interim basis until a permanent replacement is named.

The Giant Landover division, headquartered in Landover, MD, operates 169 supermarkets in Virginia, Maryland, Delaware, and the District of Columbia under the banner of Giant Food, LLC. The division employs approximately 20,000 associates.

Marky's Group Names Corporate Chef and Dir. of Product Development

Marky's Group, Inc., Miami, FL announced that industry veteran Marc Navailles has joined the company as Corporate Chef and Director of Product Development to expand the group's portfolio of gourmet products.

Navailles, who has owned restaurants in three countries and has worked for premier hotels and cruise lines throughout North America, knows the gourmet food industry well. He's hosted television food shows and even owned his own gourmet food markets before joining Marky's. In his current role, he is responsible for new product acquisitions, the development of new products, product testing, menu creation and education programs for staff and customers.

"Marc is the best chef I've ever met who also understands the business side of our industry," says Christopher Hlubb, Marky's Group President and Chief Operating Officer. "His keen business acumen and strong culinary background make him a tremendous asset to our team."

Navailles has been instrumental in developing the company's Spanish program, which includes a favorite new paella product that has just landed national distribution at a leading club store chain. It is produced by Royal Chef in Spain and will be sold under the brand Tapas Delight. Other new products in the portfolio procured by Navailles include a collection of fine cheeses from Spain (Queso de Cabra, Garrotxa, Ideazabal, Queso Azul, Pata de Mulo, Viejo Maestro), Rabitos Royale fig truffles and Spanish Deli's Tortilla Espanola (Spanish Omelette).



CHEF MARC NAVAILLES

"Knowledge is key in this industry," said Navailles, who came to the United States in 1978 from France on a surfing tour and soon after discovered his love for cooking. "I love to educate our staff - and our customers - on the products we sell. They are very specific in the gourmet food industry."

In addition to sourcing new products, Navailles is already at work on other projects that will feature an extensive menu of prepared foods that he has developed. These include the renovation of Marky's Gourmet Store in Miami, as well as a new Marky's cafe and kiosk in a luxury shopping mall in Panama City, Panama.



7-Eleven Offers Hot and Savory Breakfast Bites

With the introduction of its Breakfast Empanada Bites, 7-Eleven, Inc. builds on the success of its first Latin-inspired hot foods snack introduced last year, Mini Tacos. The new miniature, crescent-shaped pastries, filled with eggs, cheese, bacon, smoked ham and sausage are priced at \$1 for three at participating 7-Eleven stores.

7-Eleven's breakfast snack fits with several current food trends - the growth of breakfast and snacking occasions, and the continuing popularity of all foods Latin. Add to that portion control, portability, high-protein content and value pricing.

"Breakfast and snacking are both growth areas in the food industry and strong day parts for 7-Eleven," said Kelly Buckley, 7-Eleven vice president of fresh food innovation. "Mornings are our busiest time of day, and 7-Eleven is a destination for snacks and drinks all day long. The Empanadas Bites meet a need for a hot, savory, high-protein breakfast and a snack option. And, at a dollar for three, customers can get big flavor on a budget."

As the fastest-growing U.S. demographic, Hispanics are an important core customer group for 7-Eleven; however, it was the popularity of Latin American foods among all demographic groups spurring the addition of a snack-size breakfast empanada.

Ethnic foods are booming, closing in on \$3 billion annually in sales. Mintel Research, which divides ethnic foods in four major categories - Mexican/Hispanic, Asian, Indian and Other - projects strong growth in the future. Today, Mexican/Hispanic accounts for well over half of ethnic food sales and considered mainstream by many.

"One of today's biggest food trends is something I call 'flavor adventure,'" Buckley said, "and the Breakfast Empanada Bites add a little zing to the morning meal. With a cup of 7-Eleven Brazilian Dark Roast coffee, they're sure to wake up you and your taste buds."

More people are recognizing that breakfast is the most important meal of the day and are less likely to skip it, according to the NPD Group, a marketing research group. However, that first meal might actually consist of two morning snacks - one at home and one on the go while traveling to work or school. NPD's research shows that snacking will rise faster in the morning than any other time of day.

Like the Mini Tacos, the Breakfast Empanada Bites are heated in rapid-cook ovens at 7-Eleven stores and served hot. When tested in select 7-Eleven stores, the Breakfast Empanada Bites ranked extremely high for flavor, value and uniqueness.

And, for those watching their weight, the Breakfast Empanada Bites won't break the calorie bank. Three contain 10 grams of protein and only 230 calories.

22nd Annual

Jacky Pierce Charity Classic Benefits United Way

The United Family, their partners and suppliers raised a record \$250,000 at the 22nd annual Jacky Pierce Charity Classic August 25-26 at The Rawls Course in Lubbock, TX. The tournament has now raised more than \$2.8 million for local charities since its inception in 1991.

A total of 14 United Way organizations which serve The United Family trade area will share in this year's record proceeds. Funds were awarded on a percentage basis according to store sales in the region served by each United Way.

"The United Family is grateful for all the work United Way does in our communities," said Matt Bumstead, co-president of The United Family and president of the United Supermarkets Community Foundation. "In contributing these resources to United Way, we are supporting their mission of creating long-lasting

community change by addressing the underlying causes of the most significant local issues."

Area-specific United Way representatives attended a special check presentation and celebration dinner August 25 at Lubbock's CapRock Winery.

The tournament was named in honor of Jacky Pierce, The United Family's longtime produce director, who guided the annual golf tournament from its infancy until losing a lengthy battle with cancer in August 2002. The tournament was renamed to honor his memory in 2003.

"In addition to giving back to an incredible cause, our annual golf tournament is another way for The United Family to remember and honor our friend Jacky Pierce, who touched all of our hearts in many ways," added Bumstead.



Lubbock Area United Way representatives Glenn Cochran, Amy Berry and Brad Moran (center) hold a check for \$88,393.92 representing the organization's share of the proceeds from the 22nd Annual Jacky Pierce Charity Classic golf tournament earlier this week in Lubbock. The tournament, hosted by The United Family (formerly United Supermarkets, LLC), raised \$250,000 for the 14 United Way organizations which serve The United Family™ trade areas. Presenting the check are Matt Bumstead (left), co-president, and Robert Taylor, CEO, of The United Family.



Greg Shannon (center), CEO of North Texas Area United Way in Wichita Falls, holds a check for \$25,024.23, representing his organization's share of the proceeds from the 22nd Annual Jacky Pierce Charity Classic golf tournament earlier this week in Lubbock. The tournament, hosted by The United Family (formerly United Supermarkets, LLC), raised \$250,000 for the 14 United Way organizations which serve The United Family™ trade areas. Presenting the check to Shannon are Matt Bumstead (left), co-president, and Robert Taylor, CEO, of The United Family.



Stephanie Goins and Jeff Guide (center), representatives of United Way of Amarillo & Canyon, hold a check for \$41,870.35 representing the organization's share of the proceeds from the 22nd Annual Jacky Pierce Charity Classic golf tournament earlier this week in Lubbock. The tournament, hosted by The United Family, raised \$250,000 for the 14 United Way organizations which serve The United Family trade areas. Presenting the check are Matt Bumstead (left), co-president, and Robert Taylor, CEO, of The United Family.



Cathy Ashby (center), executive director of United Way of Abilene, holds a check for \$14,294.72 representing the organization's share of the proceeds from the 22nd Annual Jacky Pierce Charity Classic golf tournament earlier this week in Lubbock. The tournament, hosted by The United Family, raised \$250,000 for the 14 United Way organizations which serve The United Family trade areas. Presenting the check are Matt Bumstead (left), co-president, and Robert Taylor, CEO, of The United Family.

Levittown Giant Food Store Introduces Aria Health Fastcare

In-store health clinic provides customers with convenient health care choice

Giant Food Stores has joined with Aria Health FastCare to introduce a new in-store health clinic to Levittown customers. The clinic, located within the Levittown Giant at 4001 New Falls Road, provides customers with convenient and affordable care for the treatment of a variety of common illnesses and preventative health care options.

"Giant maintains a strong commitment to being a better place to shop by providing choices and products for our customers to

achieve healthy lifestyles," said Leigh Shirley, director of pharmacy. "For many years our pharmacists have been strong health resources in our stores by providing information and offering flu clinics. This new partnership with Aria Health FastCare will expand the health and wellness resources we are able to offer to our customers and provide them with an alternative choice for those needing medical treatment."

FastCare offers health care from the professionals of Aria Health, but customers do not need to be one of their patients. Treatment is provided from such common illnesses as the flu, sore throat, allergies, ear infections and more,

in addition to sports physicals. Patients must be 18 months or older and there are some age restrictions for select services.

There is no appointment necessary and FastCare's convenient hours of operations are Monday-Friday, 8:30 a.m. – 8:30 p.m., and Saturday-Sunday, 9:00 a.m. – 4:30 p.m. FastCare accepts most insurances and office visit co-pays. Patients can also pay out-of-pocket. A FastCare visit is \$65, which does not include tests or additional services.

This is the fourth in-store health clinic located in a Giant supermarket. In-store health clinics can also be found in select Lancaster and York, Pennsylvania Giant locations.



Mars Chocolate North America's

Tim Quinn Returns as Sweets & Snacks Expo Chairman for Third Year

Mars Chocolate North America announced that Tim Quinn, Vice President of Trade Development, has agreed to chair the National Confectioners Association's (NCA) 2014 Sweets & Snacks Expo for the third year in a row. The Expo is the largest venue representing all major U.S. distribution channels of candy and snack products in one location, attracting more than 15,000 industry professionals from 90 countries in May 2013.

"It's truly an honor to be asked to return to lead this vital forum



TIM QUINN

for sharing and showcasing innovation within our industry," Quinn said. "The Sweets & Snacks Expo has evolved over the past 17 years, becoming not only a trade show for new products, but also an invaluable resource for the industry. It's a place where manufacturers and customers can find practical business strategies, inspiring ideas and effective merchandising solutions."

Larry Graham, NCA president, commented on the appointment. "Tim is a highly respected member of our community who

brings a wealth of expertise, insights and innovative thinking to our event. We're fortunate to have him chairing the 2014 Expo, which under his leadership, promises once again to be the best place for industry members to discover, learn and connect."

In his 30-year career at Mars, Quinn has held a number of sales and marketing positions of progressive responsibility. He has worked with multiple trade channels and gained a broad background in delivering

customer-specific, consumer-focused solutions. Quinn also serves as an Ex Officio Member of the NCA Executive Board and holds leadership positions in multiple industry associations, including NACS, NACDS and FMI. In 2012, Quinn was inducted into the "Candy Hall of Fame," which recognizes individuals who made major contributions to the global confectionery industry.

The 2014 Sweets and Snacks Expo will take place May 20-22 at Chicago's McCormick Place convention center.

Bob Feeley Retirement Caps 47-Year Career

Prominent Food Industry Leader

The South Florida Food Industry is minus one big smile, one big hello and one big handshake, following the recent retirement of prominent trade member, Bob Feeley. After over 47 years of service in the grocery business, Feeley stepped down October 11th from his position as Retail Counselor and Special Projects Manager with Pompano Beach-based Associated Grocers of Florida.

Robert J. (Bob) Feeley was born and raised in Salem, Massachusetts. He spent five years in Sales Management with Cott Beverages in the Boston area before relocating to Florida in 1969. He joined The Coca-Cola Bottling Co., Inc. in Miami, FL in 1973 as a truck driver. Through hard work and dedication, a promotion came quickly to the position of District Manager and later to Director of Chain Store Sales. He gained prominence in the South Florida market for the many years he spent as Vice President/Division Manager-Southern Division. He left the company as Corporate Senior Vice President in 1985.

Feeley left Coca-Cola to become General Manager in the Sunshine State for Haagen-Dazs Ice Cream. Later, he became Southeast Region Manager at Edy's/Dryers Grand Ice Cream. From 1990-1996, while still maintaining his Florida residence, Feeley commuted to metro New York where he worked for Edy's as Northeast Region Manager, responsible for the five boroughs and the metro New York market. He returned to selling in Florida as Vice President-Retail Sales with National Dairies Holdings (Velda Farms). Leaving the dairy industry, he spent seven years with Southeast Frozen Foods as Director of Sales. Four years ago, he joined Associated Grocers of Florida.

For many years, Feeley was active in the Miami Association of Food Trades (MAFT) and it was during his time in Miami that he developed strong bonds of friendship among many leaders of the South Florida Food Industry. He considers the late Hubert Collins, Vice President-Southern Division, Publix Super Markets, to be his closest business relationship and personal friend.

A long time golfer, he was a member of Fort Lauderdale CC and currently enjoys his rounds at Plantation Preserve CC. He has many fond recollections of playing golf at Lone Palm Country Club in Lakeland, FL with such luminaries as Publix founder George Jenkins, Charlie Capps and Hubert Collins. He counts as a highlight of his time spent golfing, participating in the Jackie Gleason Invitational Classic and Doral Classic Pro-Am along with such legends as Sam Snead, Ray Floyd and Nancy Lopez.



■ BOB FEELEY'S retirement, October 11, caps a distinguished career of 47-years in the food business.

Among the many people Feeley would like to thank for their friendship and contributions to his career are: Coca-Cola associates - John Howard, Gene Jimenez, Jerry Hardin and John Feeley. Publix Super Market's Bill Fauerbach, Gary Correll and Bruce Landry. Winn Dixie's Paul Picard, Sam Evans, Rich Ehster, Ivey Armstrong and Mike Clayton. Grand Union's Peter Lawoy, Brooke Lennon, Annett Via and Bill Halsworth. Food Fair's Len Slider and Bernie Hausman. Tom Thumb's Jim McCarthy. Food Spot's Elliott Deutch and the late Howard Adkin of Howard's Market in Boca Raton, FL. Bob shared, "It was a pleasure to sell and serve them all"

Having enjoyed a long career in sales, most of it in the South Florida market, Feeley also has fond memories of his time working with the South Florida Food Brokerage Community. He would like to recognize John and Brad Owens, principals with the former John Owens Company, Tom Hart of Acosta, Vince Santucci, Herb Bell, Vince McInerney, Al Green, Fred Blake, Jim Bush, Dick Briggs, Jr., Harold Louis, Fred High, and many others.

On October 11th Feeley had the honor of being recognized at a retirement party given by his co-workers at Associated Grocers of Florida. "My experience was expanded when I came here (AG of Florida)," Feeley reminisces. "Although I had spent many years in food sales, specifically DSD, it was not until I joined the AG of Florida team that I developed a new learning curve. It was AG of Florida that afforded me the opportunity to learn the total food business. "I have enjoyed working together with this group of professionals to sell our accounts

as a team." Bob was able to personally thank AG of Florida President Christopher Miller for allowing him the opportunity to join AG of Florida and Gregg Young for the pleasure of working on his sales team. Special thanks also to Chris Lavoy, Bob Fortunato and Manny Chacon for their friendship and guidance. Bob also acknowledged the other members of his sales team and the various departments at AG of Florida.

Bob now looks forward to relocating to South Carolina where he will enjoy family, golf, bass fishing and most important, more time with his wife of 47 years, Donna. Their family includes: daughters Jennifer, Cindy, son-in-law Mike Kimbrell, their children Tyler and Meagan, son Robby, his wife Gail Feeley and their children Cash and Robby Jax.

Bob...we wish you well in your new home. May you spend many more hours on the golf course and also find time to make another big catch while bass fishing!

A Delicious New Chapter for Chicken Soup for the Soul

Since *Chicken Soup for the Soul* was first published in 1993, it has inspired hundreds of millions of readers around the world, becoming one of the most successful and best-loved book series. Today, 20 years after it first began publishing heartwarming and authentic stories, *Chicken Soup for the Soul* has evolved its relationship with its readers and other fans beyond the bookstore and into the grocery store with a new line of comfort foods, rolling out nationwide to more than 3400 stores this fall.

Made with the highest quality ingredients and no artificial flavors, the new line consists of soups, pasta sauces, broths, gravies and Meal Builders™, all designed to create quick, delicious meals that bring people together around the table. Inspired by real people and their stories, each product label includes a preview of a best-selling *Chicken Soup for the Soul* story that was hand-picked for that food and a code to read the rest of the story online.

In developing their new line of foods, it was important to Chicken

Announces the Nationwide Distribution of a New Line of Quality, Comfort Food



■ After 20 years of sharing happiness, inspiration and wellness through its books, *Chicken Soup for the Soul* brings its unique way of connecting people from the bookstore to the grocery store with a new line of comfort foods.

Soup for the Soul to work with a world-class chef. Together with Daymon Worldwide, the global retail branding and sourcing expert, they enlisted the talents of

former Waldorf-Astoria executive chef, Chef John Doherty, to help develop the signature comfort food recipes.

Chef Doherty, who has cooked

for more presidents and world leaders than any other chef in history, creates the recipes in his home kitchen and then works with the *Chicken Soup for the Soul* food team to taste and adjust them throughout the development process. The result is a product line that reflects the *Chicken Soup for the Soul* commitment to deliver delicious, nutritious comfort food that is authentic, affordable and convenient.

"For years, our readers and all our other fans have asked us to launch a food line, so this was a natural progression for us," says Chairman and CEO, Bill Rouhana. "Our new food line captures the warmth and comfort of eating a meal that is not only made from the highest quality ingredients, but also served with love."

The following products are currently available:

SOUPS: Chicken Noodle, Chicken Tortilla, Spicy Thai Style Chicken Noodle, Beef Barley, Lentil and Beef, Minestrone, Tomato Basil, Southwestern Style Black Bean
PASTA SAUCES: Marinara, To-

mato Basil, Three Cheese, Vodka, Rustic Tomato with Bacon

BROTHS: Beef, Chicken, Reduced Sodium Chicken, Thai Style, BBQ Style Beef Flavored, Italian Style, Southwestern Style

GRAVIES: Beef, Chicken, Turkey

MEAL BUILDERS: Meat Loaf, Sloppy Joe, Sesame Ginger, Chili. A full range of more than 100 *Chicken Soup for the Soul* comfort food products is expected to be introduced by the end of 2014 in a variety of categories which will also include snacks, barbecue sauces and soup toppers.

Continuing in its mission to share happiness, inspiration and wellness in everything it does, each *Chicken Soup for the Soul* product comes packaged with care. All soups, for example, are packaged in high quality, ready-to-serve, Tetra Pak boxes that are easy to open and ensure freshness and great taste. Pasta Sauces and Meal Builders are packaged in recyclable and reusable glass containers to allow purchasers to see the rich ingredients in each product.

26 Dairy & Deli

Lunch Meat with No Mystery!

Applegate Naturals Uncured Bologna Debuts

There is a great-tasting, healthy and nutritious new bologna now available for sale in your store.

For all supermarkets and grocery stores that sell organic and natural meat products, now add Applegate Naturals Uncured Bologna to your store stock.

Both you and your customers will love it! Applegate Naturals Uncured Bologna is made from 100% beef and pork – no fillers. It has more than 40% less fat and 25% less sodium than conventional brands. Made from humanely raised pork and beef, it contains no antibiotics and no hormones.

It's perfect for breakfast – Crisp bologna, lettuce, tomato, and an egg make for a delectable start for to the day. It is also perfect for delicious luncheon sandwiches.

New Applegate Naturals Uncured Bologna retails for \$4.99 for a 7 oz. package.



Kerrygold Introduces Dubliner Cheese in Cracker Cut Slices

Dubliner, America's best-selling Kerrygold cheese, now comes in a new form: convenient, cracker-size slices to satisfy consumer demand for healthy, good-tasting snacking choices.

Like all other Kerrygold dairy products, premium Dubliner Cracker Cut Cheese is made with milk from grass-fed cows, raised on Ireland's small family farms. No growth hormones are used.

New Dubliner Cracker Cut Cheese comes in a 6-ounce, re-sealable parchment package, 18 slices to a package. Each slice measuring 2 x 2 inches and 1/8-inch thick, fits perfectly on the average cracker. Pre-slicing provides both convenience and portion control.

Popular Dubliner cheese is its own variety; a mature cheese with elements of a fine Cheddar, nutty quality of a Swiss and the piquant bite of aged Parmesan.

Dubliner Cracker Cut Cheese will be available nationwide.



Land O'Lakes Adds Teriyaki Flavor to Sauté Express Sauté Starter Line



Land O'Lakes is expanding its successful line of Sauté Express Sauté Starters with the addition of Teriyaki. Sauté Express Sauté Starters are an innovative, all-in-one combination of seasoned butter and spices that cooks and flavors any vegetable or protein – such as chicken, pork, shrimp or tofu – in one easy step.

The new Teriyaki offering brings the bold flavors of ginger and sesame to the Asian dishes families already love. With Sauté Express Sauté Starter, home cooks can have dinner on the table in just 30 minutes or less, making it a convenient mealtime solution for families on the go.

Families today crave a wider-than-ever variety of dishes. Younger consumers, who grew up with some of the most adventurous palates of any generation, list Asian dishes, like stir-fries, lettuce wraps and noodle bowls, among their comfort foods. And, when they cook at home, they want to serve their families the dishes they enjoy when they eat out – but without the fuss of stocking up on extra ingredients. Teriyaki Sauté Express Sauté Starter is versatile enough to be used in a wide variety of favorite Asian dishes.

Sauté Express Sauté Starter is available in four other flavors: Garlic & Herb, Italian Herb, Lemon Pepper and Savory Butter & Olive Oil. Each 1-ounce square combines the fresh flavors of butter, herbs and spices.

Sauté Express Sauté Starter has a suggested retail price of \$3.79 for a single-flavor package of six 1-ounce squares. Each square cooks one-half pound of protein, or about two chicken breasts, two pork chops or two fish fillets.



Bolthouse Farms Rings in the Holiday Season

Bolthouse Farms is bringing the holiday spirit with three limited-edition beverages that celebrate the delicious flavors of the season. Launching this September, the new Bolthouse Farms Holiday beverage offerings include smooth, vitamin-rich Pumpkin Spice Latte; velvety, calcium-rich Peppermint Mocha and a delectable, better-for-you version of a seasonal favorite, Holiday Nog.

These three festive flavors are all delicious and nutritious. They are limited-edition, limited-guilt, perfect holiday treats.

BOLTHOUSE FARMS HOLIDAY NOG – Bolthouse Farms' popular Holiday Nog is made with natural milk and eggs, smooth vanilla bean and spicy nutmeg. Holiday Nog is a delicious, low-fat treat that offers a better-for-you take on the nostalgic joy and flavor of Eggnog. With 83% less fat and 60% fewer calories per creamy 8oz. glass, Bolthouse Farms Holiday Nog is one to enjoy all season long.

BOLTHOUSE FARMS PUMPKIN SPICE LATTE – A nutritious upgrade on the coffeehouse seasonal favorite, Bolthouse Farms' Pumpkin Spice Latte is a vitamin-rich, low-fat treat. Made with real pumpkin puree, a blend of four aromatic spices and 100% Arabica coffee, each serving is an excellent source of calcium and includes 7 grams of protein.

BOLTHOUSE FARMS PEPPERMINT MOCHA – The classic holiday combination of frosty peppermint and rich dark cocoa is now available in a lower-guilt version.

These delicious flavors are perfectly blended with 100% Arabica coffee and one 8oz. glass is an excellent source of calcium and delivers 7 grams of protein. This indulgent treat is the perfect winter-wonderland drink.

Challenge Butter Expands Line of Spreadable Butters

Debuts Lite Butter and Sea Salt & Cracked Pepper Spreads



Challenge Butter, a leading supermarket brand with a 100-year history of selling quality butter products, has launched two new spreadable butters to meet the needs of today's more sophisticated and health-conscious consumers – a Sea Salt & Cracked Pepper spread and a Spreadable Lite spread.

SEA SALT & CRACKED PEPPER SPREADABLE BUTTER – The growing popularity of home chefs integrating more sophisticated seasonings in their meals inspired Challenge to create a Sea Salt & Cracked Pepper spreadable butter, which gives cooks a convenient option of skipping these seasonings when cooking vegetables and meats or providing a savory spread on bread, chips and crackers. The spread is a blend of Challenge Butter churned from 100 percent real cream with the finest olive and canola oils so that it spreads silky smooth even when cold. Sea salt and cracked pepper are sprinkled throughout creating a savory flavor that makes a delicious difference in any meal. Challenge Sea Salt and Cracked Pepper Spreadable Butter is available in seven ounce containers for a suggested retail price of \$2.49.

SPREADABLE LITE BUTTER – Challenge research also indicated that cooks are seeking out healthier spreadable options which resulted in its new Spreadable Lite Butter – the first lite spreadable butter to be made with olive oil. Challenge chose to include olive oil for its health benefits and flavor that compliments the fresh butter – both aspects important to consumers. The spread is a combination of regular butter with olive and canola oils that still offers a real butter flavor and quality with half the calories and fat of the regular version. Challenge Spreadable Lite Butter is available in seven ounce containers for a suggested retail price of \$2.49.

New Noosa Tart Cherry and Lemon Varieties Debut

Noosa Finest Yoghurt recently introduced its latest variety that truly puts a (tart) cherry on top of its rapidly expanding Aussie-yoghurt line: Noosa Tart Cherry. Now available nationally along with the recently introduced Lemon variety, Noosa is boldly puckering up the yoghurt aisle.



Noosa Tart Cherry features lightly sweetened ripe tart cherries blended with its signature, thick, velvety yoghurt. It's best described as the perfect slice of tart cherry pie à la mode with a side of cheeky Aussie. Noosa Lemon is made with fresh lemon curd, delivering smooth, silky and perfectly tart deliciousness spoonful after delectable spoonful.

"We're excited to be sharing two new and uniquely refreshing varieties that promise to make life a bowl full of cherries for Noosa fans across the country" said Koel Thomae, co-founder of Noosa Finest Yoghurt. "Both Lemon and Tart Cherry are astonishingly perfect blends of tart and lusciousness. Each is a 'corker' twist on tradition and a dangerously delicious wow!"

Like all varieties in the rapidly expanding Noosa Finest Yoghurt family, Tart Cherry and Lemon are made on-site at the family-owned Morning Fresh Dairy Farm in Bellvue, CO, and deliver the Colorado-fresh promise. Both varieties are free of artificial ingredients and use milk from cows never treated with growth hormones. Each is blended in small batches and infused with clover alfalfa honey from Colorado's Beyond The Hive to give it the perfect sweet/tart tang. In addition to these varieties, Noosa is available in Honey, Blueberry, Mango, Raspberry, Passion Fruit, as well as the award-winning Strawberry Rhubarb and Peach.



Armour Makes Breakfast Convenient With BreakfastMakers

Six Ready-To-Eat, Portable Varieties of Items Now Available In Stores

Thanks to Armour, families will never have to miss the most important meal of the day. Armour, part of the John Morrell Food Group, a subsidiary of Smithfield Foods, has launched Armour BreakfastMakers, a new line of refrigerated breakfast items. Armour BreakfastMakers come in six varieties and are portable, making them easy to include as a daily part of the morning rush.

"Breakfast just got easier," said Chuck Gitkin, vice president marketing, innovation and R&D for the John Morrell Food Group. "We understand the hustle and bustle that families face when getting prepared for the day ahead. BreakfastMakers are a terrific way for busy moms and dads to ensure their families start their morning off right. They are portable and convenient, making anywhere a fit-for-breakfast place. Whether it's your house, a bus, little league game or playground, Armour BreakfastMakers can be enjoyed anywhere by families on the go."

Armour BreakfastMakers varieties include Cinnamon Roll, Ham Breakfast Croissant Sandwich, Mini Pancakes, French Toast Sticks, Bagel with Cream Cheese and Sausage Breakfast Wraps. All six types are ready to eat straight from the package and weigh no more than three ounces, helping simplify the most hectic time of day. Families can now take a ready-made breakfast anywhere their busy schedules lead them.

■ New Report:

Food Expiration Date Confusion Causing Up to 90% of Americans to Waste Food

NRDC & Harvard Reveal Costs of Mass Consumer Confusion; Offer New Plan for Commonsense Food Date Labeling

U.S. consumers and businesses needlessly trash billions of pounds of food every year as a result of America's dizzying array of food expiration date labeling practices, which need to be standardized and clarified, according to a new report co-authored by the Natural Resources Defense Council and Harvard Law School's Food Law and Policy Clinic. One key finding from an industry-conducted survey: More than 90 percent of Americans may be prematurely toss food because they misinterpret food labels as indicators of food safety.

"Expiration dates are in need of some serious myth-busting because they're leading us to waste money and throw out perfectly good food, along with all of the resources that went into growing it," said Dana Gunders, NRDC staff scientist with the food and agriculture program. "Phrases like 'sell by', 'use by', and 'best before' are poorly regulated, misinterpreted and leading to a false confidence in food safety. It is time for a well-intended



■ DANA GUNDERS

but wildly ineffective food date labeling system to get a makeover."

NRDC and Harvard Law's study, *The Dating Game: How Confusing Food Date Labels Lead to Food Waste in America* is a first-of-its-kind legal analysis of the tangle of loose federal and state laws related to date labels across all 50 states and presents recommendations for a new system for food date labeling. The report is a follow-up to NRDC's 2012 *Wasted* report, which revealed that Americans trash up to 40 percent of our food supply every year, equivalent to \$165 billion.

For the vast majority of food products, manufacturers are free to determine date shelf life according to their own methods. The report finds that the confusion created by this range of poorly regulated and inconsistent labels leads to results that undermine the intent of the labeling, including:

- **FALSE NOTIONS THAT FOOD IS UNSAFE** – 91 percent of consumers oc-



"We need a standardized, commonsense date labeling system that actually provides useful information to consumers, rather than the unreliable, inconsistent and piecemeal system we have today"

– Emily Broad Leib

asionally throw food away based on the "sell by" date out of a mistaken concern for food safety even though none of the date labels actually indicate food is unsafe to eat;

- **CONSUMER CONFUSION COSTS** – an estimated 20 percent of food wasted in U.K. households is due to misinterpretation of date labels. Extending the same estimate to the U.S., the average household of four is losing \$275-455 per year on food needlessly trashed;
- **BUSINESS CONFUSION COSTS** – an estimated \$900 million worth of expired food is removed from the supply chain every year. While not all of this is due to confusion, a casual survey of grocery store workers found that even employees themselves do not distinguish between different kinds of dates;
- **MASS AMOUNTS OF WASTED FOOD** – The labeling system is one factor leading to an estimated 160 billion pounds of food trashed in the U.S. every year, making food waste the single largest contributor of solid waste in the nation's landfills.

Two main categories of labeling exist for manufacturers: those intended to communicate among businesses and those for consumers. But they are not easily distinguishable from one another and neither is designed to indicate food's safety. "Sell by" dates are a tool for stock control, suggesting when the grocery store should no longer sell products in order to ensure the products

still have shelf life after consumers purchase them. They are not meant to communicate with consumers, nor do they indicate the food is bad on that date. "Best before" and "use by" dates are intended for consumers, but they are often just a manufacturer's estimate of a date after which food will no longer be at peak quality; not an accurate date of spoiling or an indication that food is unsafe. Consumers have no way of knowing how these "sell by" and "use by" dates have been defined or calculated since state laws vary dramatically and companies set their own methods for determining the dates, none of which helps to improve public health and safety.

"We need a standardized, commonsense date labeling system that actually provides useful information to consumers, rather than the unreliable, inconsistent and piecemeal system we have today," said Emily Broad Leib, lead author of the report and director of Harvard Law School's Food Law and Policy Clinic. "This comprehensive review provides a blueprint calling on the most influential date label enforcers – food industry actors and policymakers – to create and foster a better system that serves our health, pocketbooks and the environment."

Use of expiration dates for food stem from consumer unease about food freshness mounting over the 20th century, as Americans left farms and lost their connection to the foods they consume. By 1975, a nationwide survey of shoppers showed 95% of respondents considered date labels to be the most useful consumer service for addressing freshness. The widespread concern prompted over 10 congressional bills introduced between 1973-1975 alone,

to establish requirements for food dating. During that time, the General Accounting Office (GAO) issued a report to Congress advocating a uniform national date labeling system to avoid confusion. Despite GAO's prophetic advice, none of the legislative efforts gained enough momentum to become law. Instead, the 1970s began the piecemeal creation of today's fractured American date labeling regime.

While the U.S. Food and Drug Administration (FDA) and U.S. Department of Agriculture have the power to regulate food labeling to ensure consumers are not misled, both agencies have failed to adequately exercise their authority. FDA does not require food companies to place any date labels on food products, leaving the information entirely at the discretion of the manufacturer. The only product for which a date is federally regulated is infant formula.

Food producers and retailers can begin to adopt the following recommended changes to date labels voluntarily but government steps, including legislation by Congress and more oversight by FDA and USDA, should be considered as well:

- Making "sell by" dates invisible to consumers, as they indicate business-to-business labeling information and are mistakenly interpreted as safety dates;
- Establishing a more uniform, easily understandable date label system that communicates clearly with consumers by 1) using consistent, unambiguous language; 2) clearly differentiating between safety- and quality-based dates; 3) predictably locating the date on package; 4) employing more transparent methods for selecting dates; and other changes to improve coherency;
- Increasing the use of safe handling instructions and "smart labels" that use technology to provide additional information on the product's safety.

"The scale of food waste worldwide is one of the most emblematic examples of how humanity is needlessly running down its natural resources. This new report comes on the heels of one compiled by the UN's Food and Agricultural Organization (FAO), which points out that 28 percent of the world's farmland is being used to produce food that is not eaten—an area larger than China," said Achim Steiner, UN Under-Secretary General and UN Environment Programme (UNEP) Executive Director. "Everyone, every business, every city, state and government should do something to tackle this wastage to help reduce the global Foodprint."



Fits for the Occasion

■ THE FITS FOR THE OCCASION COOKIE JAR is a new take on the classic cookie jar with the added features of having a socket to attach interchangeable magnetic motif designs as well as a writeable/erasable area to label the contents w/ a marker. Easily customized for the setting and occasion by simply detaching one motif and attaching a new one. Comes in 21 different motifs encompassing 6 different themes to fit any theme. Size is 10" x 7.5". \$56.95, plaotile.com

Del Monte Brand is 'Bursting with Life'

On the heels of its current "Bursting with Life" ad campaign, Del Monte continues to bring to life its brand positioning by reestablishing the role of its packaged fruits, vegetables, and tomatoes in contributing to a healthy lifestyle. For the first time in more than 25 years, Del Monte Brand has updated its packaging and iconic brand mark across its portfolio, visually bringing to life its differentiating "Garden Quality" attributes by expressing the care Del Monte takes in cultivating its products: grown in the best regions, almost 90% in America, picked fresh and packed at the peak of ripeness, and delivering great taste and nutrients.

The packaging brings together the company's fruit, vegetable, and tomato products under one unified



design system. The creative reinforces Del Monte's positioning strategy while still addressing unique category dynamics around product segmentation and shopping behavior.

The new design system features visuals fruits, vegetables and tomatoes freshly picked from gardens and orchards and contain provenance highlights including "Grown in America," "California Tomatoes" and "Northwest Pears."

"Del Monte's 100+ year old commitment to cultivating qual-

ity products for a healthier lifestyle will be more visually apparent than ever for our consumer," said Brian Ng, Vice President Marketing, Del Monte Foods.

The designs will extend across all fruit, vegetable, and tomato packaging and is currently on store shelves. The redesign will also be revealed in print, television, and digital advertisements.

28 Wines & Beers

Perfect Pairing:

Chateau Morrisette's Signature Sweet Wines Under \$8 At Participating Retailers



Virginia's Chateau Morrisette has announced discounted retail pricing for its sweet wines, including two new releases, a lightly-sparkling Red Muscadine and lively and smooth-finish Farmhouse Sangria. Along with perennial favorites the White Muscadine and Sweet and Red Mountain Laurels, these flavorful Chateau Morrisette sweet wines are perfect holiday or impromptu gatherings.

Through December 31, 2013, Chateau Morrisette's sweet wines sold at retailers throughout Virginia, Maryland and the Carolinas are line priced at \$7.99 at most retail outlets, including Kroger, Walmart, Harris Teeter, and Food Lion. Visitors to Chateau Morrisette Winery can also experience these sweet wines in the winery's tasting room.

"While many Moscatos and other bellwether sweet wines are in the \$12 to \$25 range, Chateau Morrisette is able to offer a perfect pairing: quality sweet wines at a very compelling price point just in time for the holiday season," said George Weldon, General Manager at Chateau Morrisette. "As we have grown our wine production volume, we are one of few Southeastern regional wineries able to compete with mass produced California wines at a similar price."

Whether purchasing for special events or for colleagues, business associates or friends, Chateau Morrisette's wine along with the winery's bruschetta, dressing, pasta sauce or salsa make a unique statement and support the region's economy.

"Sweeter wines continue to grow in popularity among diverse consumers, especially among women, Gen Y, and those who prefer a lighter alcoholic beverage," added Weldon. "In particular, buoyed by pop culture and hip hop artists, sweet-tasting wines are among the fastest growing in the country - our sweet wines represent the best of our region."

Located at milepost 171.5 on Virginia's Blue Ridge Parkway, Chateau Morrisette is well-regarded for its award-winning wines and its spectacular mountain views.

Noble Vines Portfolio Expands to Include

Red Blend and Single Vineyard Sauvignon Blanc

The Indelicato family has announced the release of a new red blend and single vineyard Sauvignon Blanc to its highly successful wine portfolio, Noble Vines. Launched in 2007 with Noble Vines 337 Cabernet Sauvignon, the brand has become one of America's leading brands in the Ultra Premium wine segment. According to Nielsen, Noble Vines is the fastest growing top 10 Ultra Premium wine brand in the U.S. market (Nielsen Scantrack, Food, Drug, Liquor Plus Market, 26 weeks ending 8/17/13, Avg Price per Unit \$11 - \$14.99 per 750ml size). Both wines will be distributed nationally with suggested retail prices of \$14.99 (Noble 1) and \$12.99 (Noble 242 Sauvignon Blanc).

The Indelicato family is a leading innovator in vine selection and sustainable vineyard practices. Not all vines are created equal and the family believes the ideal vine type matched to its ideal terroir will result in superior wines. "Planting the right vines in the right place is the most important decision we make when developing our vineyard blocks," says Winemaker James Ewart. "Extensive experimentation with clonal selections and sustainable farming practices at the Indelicato



family's San Bernabe and Clay Station vineyards have insured that varieties planted at both locations thrive and produce the best wine possible," states Ewart.

Noble Vines 1 is a red wine blend that includes three clones from the Lodi area: 181 Merlot originally from Pomerol, 337 Cabernet from Bordeaux and the Costamagna clone of Zinfandel. The first two clones were selected for their exceptional attributes and ability to thrive at Clay Station Vineyard, located in the Borden Ranch AVA in Lodi. The vineyard is situated on naturally terraced slopes rising 200 to 300 feet above the valley floor; the area is well known for its Mediterranean climate, red soil and rich minerality. A third clone, Costamagna Zinfandel, is from the west side of Lodi, an area known for world class Zinfandel.

The single vineyard Noble Vines 242 Sauvignon Blanc takes its name from Block 242 located at the northern most point of San Bernabe Vineyard, the closest block to the Monterey Coast. The cool coastal climate, similar to the vineyard climates of Marlborough, New Zealand, is a distinct advantage and helps the varietal show its favored characteristics. "The moment the grapes are ready and the fruit shows balance between grass, kiwi and melon notes, I bring the grapes to the winery quickly for pressing," said James Ewart, Winemaker.

Michelle Sparkling Wines Launch Nationwide



Consumers can now enjoy Michelle sparkling wines from Washington State. Previously known as Domaine Ste. Michelle, Michelle is a fresh take on the wines featuring refined cuvees and new packaging. The Michelle sparkling wines include a Brut, Brut Rose and Extra Dry, available nationwide for the suggested retail price of \$14.

Winemaker Rick Casqueiro crafted the wines in the traditional methode champenoise. Premium grapes were sourced from vineyards in Washington State's Columbia Valley. Casqueiro sampled approximately 110 lots of wines before selecting the cuvees to create the assemblages. "We enhanced the cuvees for more body and concentration," said Casqueiro. "The wines are elegant, with bright flavors, beautiful structure and crisp acidity," he added.

Predominantly a blend of Chardonnay and Pinot Noir, the Brut features delicate flavors of apples and citrus with vibrant acidity. The Extra Dry is a slightly sweeter wine with notes of cream and a toasty finish. The Brut Rose is a medium-dry wine predominantly made of Pinot Noir, with soft impressions of berries.

In addition to enhancing wine quality, the packaging of the wines was also refreshed. "With the majority of our sales being made by women, we enhanced shelf appeal with feminine flair," said Brenda Castaneda, Marketing Manager. "The new packaging features an elegant bottle shape and an attractive white label accented with soft blue (Brut, Extra Dry) and blush (Brut Rose) hues. The wine meets the demand from women seeking a chic and stylish sparkling wine."

"We've built a loyal following of fans for our exceptional quality and value," added Castaneda. "While we've made significant changes to the packaging, the wine remains true to the style and tradition of Domaine Ste. Michelle."

Trincherio Family Estates Announces Launch of Spiced and Coconut Rums



Trincherio Family Estates recently announced the launch of Sugar Island Spiced and Coconut rums. Sugar Island is the first new product innovation line in the company's growing spirits division, Trincherio National Spirits. Sugar Island rums are made from finest Caribbean sugar cane, and are available in consumer-favorite flavors: Spiced and Coconut.

As the demand for quality spirits has continued to increase both in consumption and in the share of beverage alcohol, Trincherio Family Estates - a wine industry leader for more than 60 years - expanded into the spirits category in September, 2012. The Trincherio National Spirits division was formed with the mission to represent an expansive portfolio of high quality premium spirits and mixers that would complement the company's storied wine brands.

"As wine and spirits have now surpassed beer as the leading alcoholic beverage of choice, Trincherio Family Estates has the experience, innovation and distribution to provide consumers with

the brands they want," noted Bob Torkelson, president and COO of Trincherio Family Estates.

With sipping Tequilas gaining popularity and the Margarita holding its title as the leading cocktail in the U.S., Cruz Tequila and Tres Agaves Tequilas and Mixers were the first two spirits brands to join the Trincherio Family Estates portfolio. Rum was a strategic choice as the next spirits category for Trincherio Family Estates, with 17 straight years of growth driven by the flavored segment - led by Spiced and Coconut rums.

Terlato Wines Adds Marnier Cognac

To New Artisan Spirits Portfolio



Terlato Wines has announced a long-term agreement with Marnier-Lapostolle, Inc. to import and market Marnier XO Cognac. This marks the second partnership between the Terlato and the Marnier-Lapostolle families, after the two families came together in 2012 on Lapostolle wines from Chile and Chateau de Sancerre wines from the Loire Valley.

"Marnier Cognac is a perfect brand for our Artisan Spirits portfolio," said Terlato Wines CEO William A. Terlato. "We both agree that the luxury consumer expects and demands the best when it comes to Cognac. We are extremely pleased to introduce this exquisite XO Cognac to discerning American consumers."

Marnier XO Cognac is a blend of up to 30 rare and very old eaux-de-vie made from 100 percent Grande Champagne Cognac - the premier production area in the Cognac region of France. Over the last 150 years, the House of Marnier Lapostolle has worked to master the art of blending and aging Cognacs that are recognized the world over for their harmonious and aromatic flavor and complexity.

"We are developing an excellent relationship with the Terlato family through our Lapostolle and Chateau de Sancerre partnership," says Alexandra Marnier-Lapostolle, vice chairman of Marnier-Lapostolle. "Now we are very pleased to open a new chapter, with Marnier Cognac." Suggested retail price will be approximately \$200 for a 750 ml bottle.

Mid-America Urban Grocery Study Notes

Chicago's 60% Increase in SF Devoted to Gourmet Sector

Meanwhile Aldi, Walmart Continue Growth at Slower Pace

According to Mid-America Real Estate Corporation's biennial Urban Grocery Study published this month, there was a 60% increase in new square footage devoted to the gourmet sector in Chicago and its near suburbs since the last report was published in the summer of 2011. Gourmet also saw a 41.94% increase in the number of new store openings, which continues the 40.91% increase in store counts experienced in the 2009-2011 report. The near future is also being led by gourmet.

GOURMET UP

"Of the 21 stores proposed for 2013, 15 are gourmet, 3 are full-service and 3 are discount," says Dan Tausk, Mid-America principal and vice president who is author of the study along with analyst Nancy Fetsch. Another reason gourmet gained more momentum in the last two years was the major change in store size for that category.

"Some in the gourmet sector are expanding their merchandise to include more staples and choices offering one-stop shopping, and reversing the recent trend to split grocery dollars heavily between discount, warehouse, specialty and gourmet stores. They're betting that bigger stores with the prepared foods element and strong staples can persuade the consumer to consolidate their grocery visits like our parents used to."

Leading the way in expanding store size and offerings is Mariano's, (which the Urban Grocery Study defines as "gourmet") with square footage per store now averaging 70,000 square feet, while average grocery store size in the study area has

been around 50,000 square feet. Mariano's now holds a total of 943,000 square feet of stores that are either open or proposed for 2013. Between 2011 and 2013, Mariano's opened 5 stores, and proposes an additional 9 for the rest of 2013 and beyond. Whole Foods was also active with 2 new stores proposed in 2013, totaling 3 new stores on deck, with a Hyde Park location proposed in 2011, and still not open.

Much of the gourmet activity is concentrated in the higher income Central City (Zone 1; refer to map).

DISCOUNT, FULL-SERVICE DOWN

Conversely, the study shows a dramatic shift in the opposite direction for the discount category, which lost 4.08% of its store count between 2011 and 2013. Just two years prior, discount was experiencing a 24.05% increase in store count (2009-2011).

"Discount declined significantly because of an increase in store closings among both independent and chain grocers," says Mr. Tausk. Discount grocers are also downsizing slightly, cautious about expanding, he says, which reflects the same trend in non-grocery retailers, in general.

Meanwhile, the number of full-service grocery stores continues the decline noted in the 2011 study: this year netting 8 less stores than in 2011 (including the closing of 2 Jewel and 2 Dominicks), and losing 5% of the overall square footage.

INCREASES IN SIZE, NOT NUMBERS

Although the total number of grocers in the 2013 study increased by one, the square footage of operating grocery space increased by 443,218 square feet, with proposed new grocery totaling more than 1.05 million square feet — about 180,000 more square feet than in 2011. "Basically,

18 new grocery stores opened between 2011 and 2013, but 17 closed," says Mr. Tausk. "The square footage increased, however, because of a fairly dramatic increase in grocery store size."

The figures show an overall increase in store size by nearly 17,000 square feet. In 2011, the average proposed grocer size was 33,486 square feet, while in the 2013 study, the average proposed grocer size was 50,152 square feet, due in large part to Mariano's larger store format, Tausk says. "Even stores like Best Buy and the office supply sector are downsizing," he says. "So, you can see why it's unusual for a grocery chain like Mariano's to expand store size right now."

Proposed grocers totaled 21 in 2013, down from the 26 proposed in 2009.

INDEPENDENTS LOSING GROUND

Tausk says that taking into account all grocery categories — full-service, discount and gourmet — about 400,000 square feet of grocer development proposed in 2011 was stalled or delayed 2 or more years, or killed altogether by 2013. He says that 11 of the 17 stores that closed in Chicago and the close suburbs between 2011 and 2013 were in the Near South/SW submarket (8 closings) and the South/Southeast sub-markets (3 closings) — markets with boundaries that are already underserved with regards to square footage of operating grocery stores per person or household. Overall, the dramatically underserved submarkets of the West City and S/SE City still rank at the bottom of penetration statistics with 1.56 square feet/person and 1.29 square feet/person respectively, while the city's average is now 3.47 square feet/person.

"Of course, our study does not take into account the positive impact from recent city initiatives on food deserts, such as the addition of food trucks, drugstore food, city farms and farmer's markets in these areas," Tausk says. "But

the food deserts are obviously still severely underserved by traditional stores."

"In our 2011 study, we thought we were seeing some hopeful signs with stores proposed for development there, but these fell through due to the economy and a lack of any new construction getting out of the ground everywhere."

ADDITIONAL HIGHLIGHTS

■ **New High-End Concepts:** New-comers into the Chicago area are all higher end, upscale concepts. Mrs. Green's Natural Market out of New York is under construction in Lincoln Park. Michigan-based Plum Market opened their first Chicago store in Old Town, and Eatly, which has an established New York City location, plans to open a 63,000 square foot mixed grocery-prepared foods restaurant concept in the downtown area of River North in late 2013. Fresh Thyme Farmers Market, headquartered in Phoenix, has also entered the scene, with their first proposed store at Montrose and Clarendon (former location of 2011 proposed Mariano's).

■ **Whole Foods Active:** Besides their Hyde Park location proposed in 2011, Whole Foods contemplates a store in Evergreen Park and possibly an Andersonville location, for a total of 100,000 square feet among the three locations. Continuing their repositioning as a go-to grocery store for everyday staples for shoppers on any budget, Whole Foods announced an 18,000 square foot store in the Englewood neighborhood at 63rd and Halsted, a true food desert. The proposed store, with a slated 2016 opening, is not included in this study due to timing.

■ **Slowed or Quiet Grocers:** Although Aldi was the story of the 2009-2011 study with their rapid expansion and plans for new stores, they were relatively quiet in the 2011-2013 study, opening no new stores, abandoning 2

proposed stores and making no progress on their Roseland store proposed from 2011.

Wal-Mart opened a total of 8 stores (5 Neighborhood Markets, 3 Express) before closing the Express store at 83rd and Stewart, attributing the closing to cannibalization from its own Supercenter located nearby. Current plans are for 2 additional Neighborhood Markets in the Grand Boulevard and Auburn Gresham neighborhoods, but growth has slowed dramatically. The ± 40,000 square-foot "Market" concept will be the growth model.

Save-a-Lot opened 5 stores from the 5 proposed in 2011; however, they promptly closed 2 in the Near South-Southwest City neighborhoods of West Chatham and Englewood as part of a strategy to close underperforming or non-strategic stores. No new expansion is planned.

Tony's Finer Foods and Pete's Market, Chicago's Hispanic-oriented market leaders, were quiet from 2011 to 2013. Pete's Near West Side location proposed in 2011 is still under construction with no opening date set. Tony's acquired a North West Side former grocery site but leased it to a health club.

Jewel closed 2 stores and focused their energies on operations and remodels. Some potential limited expansion may be on the horizon.

Dominick's closed 2 stores, both of which were reopened by other grocers (Mariano's - Roscoe Village and Fair Play - Oak Lawn). No expansion plans are set for 2013 and beyond. Parent Safeway has just sold a number of Dominick's stores, and is expected to jettison them all.

Tausk says that the grocery segment is ever changing and evolving as stores that were decreasing in size are increasing again. Stores that were losing sales are focused on operations now. Gourmet is hot now, whereas discount led the charge 2 years ago. "New competition is forcing existing players to step up their game."



New Reusable Snack and Sandwich Bags Launch

Russbe has launched the newest in reusable snack and sandwich bags, providing an environmentally friendly alternative to packing snacks and lunches in generic, wasteful paper bags and plastic sacks. Attractively priced at \$5.99 for a pack of four (two snack and two sandwich bags), Russbe allows people to cut back on paper and plastic waste without breaking the bank.

While disposable storage bags may be easy and convenient, they are extremely harmful to the environment. Hoping to reverse this trend, each Russbe sandwich bag has the potential to keep hundreds of disposable bags out of the landfill all while keeping chips, cookies and sandwiches fresh and ready to enjoy.

With an easy to identify, stand up bag design, Russbe bags come in a variety of designs to fit any personality and style.

Russbe bags come in packs of four, available in eight different design patterns and two sizes.

Navarro Discount Pharmacy

Stores Open to the Community as a Free Health Care Resource

Regarding the Affordable Care Act

Navarro Discount Pharmacy, the largest Hispanic-owned pharmacy chain in the U.S., is open to the community as a free information resource regarding the Affordable Care Act (ACA) implementation and roll out.

"Our continuing goal is to provide options to our customers and assist them in any way we can to make informed decisions," said Manuel Leon, Vice President, OTC Health Solutions, a wholly-owned subsidiary of Navarro Discount Pharmacy. "As a community pharmacy, our customers already have strong relationships with our pharmacists, who are the logical choices to liaison with customers and insurance company representatives when health care questions arise." These efforts enhance Navarro's established commitment to health care in the community. Some of the new

Health Care Reform Information Center

You have Questions. We have Answers.

See pharmacy for details

health insurance programs offered by providers may also offer OTC coverage to plan members.

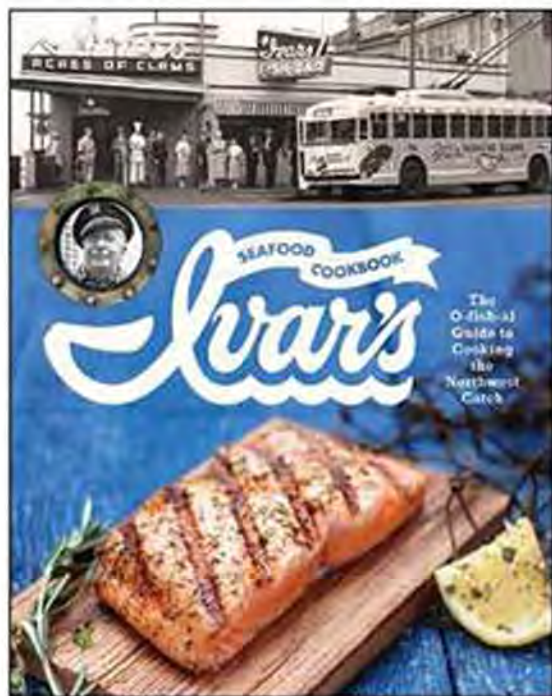
A variety of health care companies are available at all of Navarro's 33 store locations in south Florida to explain available insurance options, costs and other important information. In addition, Navarro is hosting free health screenings such as glucose testing and blood pressure monitoring, among

others, to assist customers identify potential health issues.

Through OTC Health Solutions, Navarro has 500,000-600,000 members who currently receive over-the-counter (OTC) benefits through numerous contracted insurance companies for products such as cough/cold medications, incontinence supplies, vitamins, and many others important health related items. These OTC benefits help customers with their preventative health needs and contribute to their overall health and well-being.

30 BookReview

Ivar's Seafood Cookbook Comes Ashore



Seattle Seafood Restaurant's New Cookbook Celebrates 75th Anniversary

To commemorate Ivar's 75th anniversary, the Seattle seafood restaurant has released **Ivar's Seafood Cookbook: The O-fish-al Guide to Cooking the Northwest Catch**, which combines history, recipes and entertainment.

The first-ever cookbook, from the popular company that continuously makes headlines for its quirky culture and legendary stunts, features a collection of 62 fresh Northwest seafood recipes, along with anecdotes and beautiful photos that explore Ivar's rich history and decades of adventures. The recipes are a mix of favorites from the restaurant's menus, like Ivar's Famous Puget Sound Clam Chowder and Dungeness Crab Cakes, and new additions, such as Grilled Halibut Cheeks with Cherry Chutney and Breaded Razor Clams with Jalapeno-Ginger Tartar Sauce.

"Ivar Haglund was part of Seattle's waterfront, history and culinary tradition, and for

the 75th anniversary of his restaurants, it was important to honor his whimsical nature with more than a standard cookbook," said Bob Donegan. "With a combination of favorite recipes and colorful tales, the cookbook is able to capture his playful spirit and will be the first of many events to celebrate 75 years of serving the Northwest."

The cookbook will be offered for the promotional price of \$25 (\$4.95 off list price) at Ivar's locations (excluding stadiums), www.ivar.com, select Costco stores and wherever fine books are sold.

Ivar's began selling seafood on Seattle's waterfront in 1938. Today, there are 23 Ivar's fast casual Seafood Bars and three full-service restaurants: Ivar's Acres of Clams, Ivar's Salmon House and Ivar's Mukilteo Landing.

Ivar's Seafood, Soup and Sauce Company markets and sells its award-winning soups, chowders and sauces both nationally and internationally. The company also operates regional stadium concessions including Safeco Field, CenturyLink Field and KeyArena.

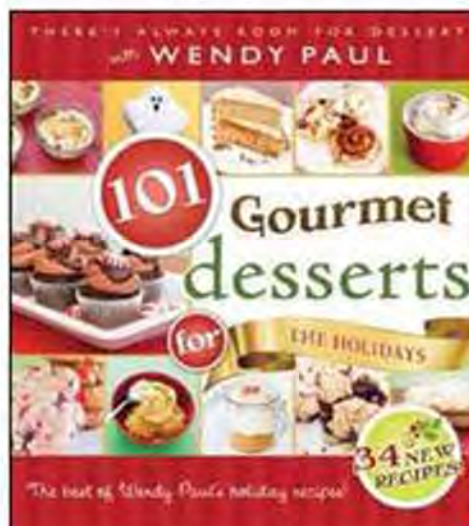
Hardcover: \$29.95

"Livin' Up the Holidays," with Bestselling Author Wendy Paul

We all have those traditional holiday dishes that we enjoy every year, but sometimes you need to spice up the holidays with something new. **101 Gourmet Desserts for the Holidays**, by prolific bestselling author Wendy Paul, is just the thing to help you put a new sparkle into the holidays.

With another great cookbook in the 101 Gourmet series, Wendy Paul provides some classic hits along with brand-new recipes. With unique, delicious, and easy-to-make recipes like Pumpkin Sugar Cookies, Snickerdoodle Cupcakes, Apple Pie Cookies, and Egg Nog Cheesecake, you are sure to find something to live up to the festivities—and possibly even add something to your list of holiday favorites for the future.

SRP: \$18.99
Hardcover: 168 Pages



Winner of 'Cupcake Wars' Announces New Cookbook



Janell Brown, owner of One Sweet Slice bakery and winner of Food Network's 'Cupcake Wars,' is releasing her new cookbook, **One Sweet Cupcake**, which gives expert advice on all aspects of cupcake baking, including ingredients, techniques, and equipment. Discover Janell's sweet secrets for making your cupcakes look professional and taste great.

Christena Huntsman Durham of the Huntsman Foundation Board said, "As a mother of five daughters, we are always in the kitchen. We have tried just about every cupcake from Los Angeles to New York City, and nothing beats One Sweet Slice. We can't wait to experience the fun of creating our own sweet slices at home!"

About the Author:

JANELL BROWN began decorating cakes and cupcakes as a hobby. This natural talent was contained until she made the decision to open her first storefront. She has seen non-

stop growth ever since. Winning the national TV program 'Cupcake Wars' has increased her brand awareness throughout Utah and the United States. She has also won multiple awards, including BEST Cupcakes and BEST Wedding Cakes in Salt Lake County.

SRP: \$21.99
Hardcover: 176 Pages

Video

Anjelah Johnson: The Homecoming Show



The 'Princessa' of Comedy Brings it on Home

Following a standing-room-only, cross-country tour, vivacious funny woman Anjelah Johnson returns to her hometown of San Jose, CA, for the hilarious comedy special **Anjelah Johnson: The Homecoming Show**, now on DVD and digital video from Inception Media Group.

Former Oakland Raiders cheerleader turned stand-up comedienne, Anjelah Johnson (Marmaduke, Our Family Wedding, Alvin and the Chipmunks: The Squeakquel, FOX-TV's MADtv) has received widespread acclaim for her uproarious performances in film, on TV, CD and stage.

The Mexican-Native American's hysterical characters and ironic humor have also made her a YouTube sensation, racking up well over 100 million views – including 63 million+ hits for her "Bon Qui Qui" routine and 31 million+ for "Nail Salon" – earning her an enormous following, not just among women and Hispanics, but across a wide array of demographics.

Join Anjelah for her crazy homecoming ... and you'll be smiling too!

Running Time: Approx. 60 Minutes
Suggested Retail Price: \$14.98



KOURTNEY KARDASHIAN met one of her son Mason's favorite characters, Sir Topham Hatt, at the Thomas & Friends: King of the Railway-The Movie DVD Premiere on September 15th at The Grove in LA. The movie is now available on Blu-Ray/DVD Combo Pack, DVD, Digital Download and Video On Demand.

Silent but Deadly



It's Slaughter Time

An outsider seeks revenge when his pet goat ends up as the daily lunch special in **Silent but Deadly**, slashing up DVD and VOD from Inception Media Group.

Inverted loner Thomas Capper (Jason Mewes, Clerks I & II, Jay and Silent Bob Strike Back, Mallrats) prefers the company of his beloved goat, Liza, to that of people ... and he'd do anything for her.

When a Hollywood film crew starts shooting on location in the countryside of his small town, the cooperative and mild-mannered Thomas – a man of very few words – lands a gig as the director's assistant.

But when Liza ends up as lunch for the crew, he embarks on a merciless killing spree to avenge his dearly departed pet's death ... and has a few choice words for his victims.

Silent but Deadly is presented in widescreen with an aspect ratio of 16 x 9 (1.78:1) and 5.1 digital surround sound.

Running Time: Approx. 81 Minutes
Suggested Retail Price: \$26.98

A Classic Reinvented

Alter Eco Organic Fair Trade Truffles



Alter Eco Foods has introduced their newest organic, fair trade product line: truffles. In dark chocolate and dark milk chocolate, these truffles are a bold and innovative addition to the popular Alter Eco organic, fair trade chocolate bars. Alter Eco has reinvented the colorful round twist-wrap truffles seen at every grocery store checkout counter. They've taken these much-loved favorites and made them with organic ingredients, adding pure lauric acid-rich coconut oil, instead of palm kernel oil, to their famous fair trade chocolate. Even the packaging is compostable. And while consumers are already familiar with the truffles' smooth and melty texture, the sustainability-age makeover is all new, all Alter Eco.

Deep dark smooth chocolate sourced from Ecuador (Black Truffles) and Peru (Velvet Truffles) surrounds these sumptuous bite-sized delights. Pure organic coconut oil combined with milk and cacao creates the silky-smooth, melty filling. These Swiss-made, organic, fair trade truffles will

launch with two classic flavors: Black (Dark Chocolate) and Velvet (Dark Milk Chocolate). Additional innovative flavors will soon follow.

Alter Eco Truffles, like all Alter Eco offerings, are 100% organic, fair trade and non-GMO. The products are also Carbon Neutral certified. Alter Eco Truffles (SRP \$7.99 / 10-pack) are launching exclusively at Whole Foods Markets now through March 31, 2014. They will be available to all retailers through most major distributors by Mid March 2014 for April placements.

Keep Food Fresher Longer with Freshy

Doctors agree that one of the best ways to improve your diet is to eat more fresh foods. But eating fresh often means throwing out food that spoils before you can eat it.

That all changes now with the North American launch of a revolutionary breakthrough in food preservation: Freshy!

Freshy is a small, egg-shaped device that is placed both in the refrigerator and pantry to prolong the shelf life of food. Freshy contains natural mineral elements and emits safe energy that reduces oxidation, retains moisture and slows the growth of bacteria in food.

"Freshy works," said Carlos Fuentes, President at Freshy. "It's laboratory-tested, scientifically proven and naturally safe. We know that if people just give Freshy a try, they'll see all their perishable food stay fresher longer. Healthier and tastier too."



The average family of four spends nearly \$10,000 a year on groceries, yet American households waste approximately 15 percent of their food – sending more than 72 billion pounds of food into landfills each year. Freshy prolongs the life of fresh foods and leftovers, saving the average family of four more than \$1300 a year on groceries.

A team of scientists, chemists, biologists and physicians developed Freshy, which reduces oxidation and retains the moisture in your food. Freshy works on fruits, vegetables, meats, poultry, fish, bread, juice, dairy, leftovers and more.

Freshy lasts an entire year with no maintenance required and sells for \$19.95, or two for \$29.95.



New Certified Organic Deodorant

Vermont Soap celebrates its latest innovation in certified organic personal care with the release of Sage Lime Organic Deodorant, one of the first underarm protection products to meet USDA organic food standards.

Designed for people who care about their health and the health of the world, Sage Lime Organic Deodorant is safe and nontoxic for people and the planet. Vermont Soap products never contain any propylene glycol, triclosan or artificial colors or fragrances. They are also vegan and GMO and gluten-free and never tested on animals.

Sage Lime Organic Deodorant is made from a unique blend of 100% organic ingredients that work with the body to inhibit odor-causing bacteria without harsh chemicals or unwanted fragrances. Therefore, it is a perfect alternative for people with sensitive skin and reactive bodies of all skin types. Ingredients include 100% organic coconut oil, cornstarch, essential oils and rosemary extract. Sage Lime Organic Deodorant is available in a 2.5 ounce container at a suggested retail price of \$9.98.

Vanilla Remains Top Ice Cream Flavor with Americans

Vanilla wins the popular vote among Americans as the favorite ice cream flavor for a second year in a row, and premium ice cream is a top seller while frozen yogurt posts a steady increase in demand. These are a few of the findings from the second annual survey of International Ice Cream Association (IICA) member companies, which make and distribute an estimated 85 percent of the ice cream and frozen dessert products consumed in the United States.

According to the companies participating in the survey, the top three flavors are vanilla, chocolate and butter pecan, with coffee, Neapolitan and Rocky Road tied for fourth place.

"From the rich, creaminess of a scoop of vanilla-bean premium ice cream to the convenience of a perfectly portion-controlled ice cream confection, our member companies are making a wide-range of flavors and product types that allow consumers to choose the treat that appeals to them," said Peggy Armstrong, vice president of communications for the International Dairy Foods Association. "Ice cream is a fun and nutritious food that fits into almost every lifestyle."

Premium ice cream, which has a lower amount of aeration and a higher fat content than regular ice cream, is the most popular variety with consumers,

according to the survey. Nearly 70 percent cited premium ice cream as the most popular product, followed by regular ice cream, which contains at least 10 percent milkfat, and novelties. Novelties are defined as separately packaged single servings of a frozen dessert, such as ice cream sandwiches and fudge sticks.

In addition, approximately 50 percent said they are seeing increased demand for frozen yogurt, and nearly 15 percent reported an increased demand for no-sugar-added ice cream.

In addition to flavors, the survey also asked about popular additions to ice cream, such as fruits, nuts, candies and other ingredients. The majority of companies said that pecans are the most popular nut, followed by almonds and peanuts. Eighty-six percent of companies said that strawberry was the most popular fruit topping, with cherry coming in second.

Among companies offering novelties, the ice cream sandwich and ice-cream-on-a-stick tied as the most popular. Bars, push-ups, four-ounce tubes and mini-cups are also popular products, according to the survey. For companies with dipping locations, it doesn't matter how they serve it; cups, sugar cones and waffles cones are all popular. Hot fudge, sprinkles and nuts proved to be the most popular toppings.

Mario Vigoa Retires

Well Known Blue Bunny Rep

Mario Vigoa, a popular sales representative in the Florida District for Well's Enterprises (Blue Bunny Ice Cream) retired recently. His retirement, effective October 18 brought to an end a distinguished 24 year career with the ice cream and frozen novelties producer.

Wells is the largest family-owned and operated ice cream manufacturer in the United States. Located in the northwest Iowa community of LeMars, Wells produces Blue Bunny Ice Cream, frozen novelties and specialty frozen desserts.

Having earned a much deserved rest, Mario is looking forward to spending more time with his five grandsons and following baseball, and wife Denise a school administrator for Miami-Dade Public Schools.

Mario was instrumental in establishing the Blue Bunny line as a dominant factor in the South Florida market. "It was most gratifying to me playing a role in helping to establish the brand in the South Florida market" told TODAY'S GROCER.



MARIO VIGOA



Sartori's Extra-aged Goat Cheese Returns

Sartori Cheese will be offering a small release of their Limited Edition Extra-Aged Goat cheese this holiday season. Along with the limited release, Sartori will unveil a freshly created video detailing the story of their award winning Extra-Aged Goat cheese.

"From its origins as milk on a great family farm in Wisconsin to the motivation that inspired Sartori Master Cheesemaker, Pam Hodgson, to try her hand at something new, Extra-Aged Goat cheese has a great story," says Sartori Chief Marketing Office, Chad Vincent. "With this release, Sartori will be introducing a new video at sartoricheese.com intended to educate folks on the colorful story surrounding this very special cheese."

A now-famous Sartori original, Extra-Aged Goat cheese is well balanced, featuring savory, caramel notes and a light citrusy flavor. Touted for its highly approachable, yet "authentically goat" flavor profile, this cheese was crafted to satisfy all from the tentative taster to the artisan cheese enthusiast.

Sartori's Limited Edition Extra-Aged Goat cheese is available at select specialty cheese shops throughout the United States October through December.

Drip-free Oil and Vinegar Cruets

Danish home products design company VIVA Scandinavia offers unique oil and vinegar cruets that combine clean, modern styling with simple, drip-free functionality.

Crafted of thermal shock resistant borosilicate glass, the cruets feature a pierced, collared lid and spout construction that recaptures drips. There's no mess and no waste. Keeps stovetops and tabletops clean.

Sleek, contemporary Scandinavian design complements any table. Features include: thermal shock-resistant glass, BPA-free plastic spout, 8.75" h x 2.25" dia, holds 8.5 oz, dishwasher-safe. They are available with white or black lid.

\$24.95 boxed set/2



32 Hospitality

Taco Cabana Celebrates its 35th Anniversary

The Original Mexican Patio Cafe Commemorates Milestone with the Grand Re-Opening of its Newly Restored First Restaurant

Thirty-five years ago, Taco Cabana opened its first restaurant in Midtown San Antonio. This weekend, that original location was the center of attention recently Taco Cabana celebrated 35 years as the Original Mexican Patio Cafe and the grand re-opening of its newly remodeled first location. To commemorate the milestone, Taco Cabana offered fans its signature bean and cheese taco at a special throwback price.

All day September 21 and 22, fans could celebrate 35 years of TC with a bean and cheese taco for only .35-cents.

Diners could top off their bean and cheese taco at Taco Cabana's complimentary salsa bar, where choices include a variety of made fresh salsas, as well as jalapenos, chopped onions and fresh cutlimes.

"Taco Cabana's founder hit on the idea of selling simple Mexican fare with everything made fresh, including pots of rice and beans simmering on the stove in the TC kitchen, freshly made flour tortillas, and salsa prepared daily," said Todd Coerver, Chief Operating Officer at Taco Cabana. "We know how popular our classic bean and cheese tacos have become over 35 years, so we wanted to offer our guests the menu favorite at a throwback price. We're excited to say thank you for 35 years of business with this special."

To further commemorate the milestone, Taco Cabana recently began restoring its very first restaurant, located in the historic Monte Vista neighborhood in San Antonio. On Saturday, September 21, the restoration culminated with a special grand re-opening fiesta event where the family of Taco Cabana's founder, Felix Stehling, in attendance.

The newly restored restaurant features an updated building exterior and property, and includes retro signage and awnings to reflect the exterior of the restaurant as it appeared back in 1978. The interior is redecorated as well and features an exhibit wall celebrating the origin of Taco Cabana and its very first restaurant.

"Our inspiration for the restoration comes from accurately reflecting the restaurant as it looked and felt in 1978 - from the restaurant decor inside and out, to the retro awnings and signage," Coerver added. "We want our guests to be able to enjoy our authentic and affordable food in a fresh environment that blends 1978 and today for a unique dining experience."

The newly remodeled first Taco Cabana is located at 3310 San Pedro Ave. in San Antonio.



TACO CABANA recently celebrated 35 years as the Original Mexican Patio Café and the grand re-opening of its recently-remodeled original location located in San Antonio, TX at 3310 San Pedro Avenue.



The newly restored restaurant features an updated building exterior and property, and includes retro signage and awnings to reflect the exterior of the restaurant as it appeared back in 1978.



RIBBON-CUTTING - On Saturday, September 21, the restoration culminated with a special grand re-opening fiesta event with the family of Taco Cabana's founder, Felix Stehling, in attendance.



Pictured following the ribbon-cutting ceremony (left to right) are: Lynn Moody (founder's son), Koy Moody (founder's grand daughter) Susy Moody (founder's daughter-in-law), and Todd Coerver (COO of Taco Cabana).



To commemorate its anniversary, Taco Cabana offered fans its signature bean and cheese taco at a special throwback price of only .35-cents each.



Argo Tea Opens Innovative Greenhouse Cafe, Marks 10 Years

Mayor Rahm Emanuel Praises City-Business Partnership, Provides Community Dedication

Argo Tea, the fast-growing Chicago-based company responsible for creating innovative tea experiences, recently debuted its newest Chicago location, resulting from a unique community park revitalization partnership with the City of Chicago. The greenhouse-inspired cafe, opened in celebration of Argo Tea's 10th Anniversary, is located in the newly-restored Connors Park at 871 N. Wabash Street. The new cafe creates a unique experience for the community to relax and enjoy the elements of nature, including teas with all-natural, real ingredients.

"Argo Tea's home is Chicago. We're grateful for any opportunity to share our unique, hand-blended tea beverages and to support healthy communities in our hometown, across the country and around the world. Our shared vision for this park is to provide a public haven for the community to gather, enjoy-

ing nature while sipping the best combination of the freshest ingredients from nature," said Arsen Avakian, founder and CEO of Argo Tea.

Argo Tea and the City of Chicago worked together to remake the park into a more welcoming atmosphere. The collaborative effort left the park filled with native plants, including tea bushes such as chamomile and hibiscus. Chicago Alderman Brendan Reilly, Superintendent and CEO of Chicago Park District Michael P. Kelly and Chicago Mayor Rahm Emanuel were all instrumental in the process.

"I am thankful for Chicago-based businesses like Argo Tea, for taking the extra step to beautify our neighborhoods and make Chicago the best city possible," said Rahm Emanuel, Mayor of Chicago. "This cafe is important to the continued revitalization of our parks, and we look forward to future partnerships that will support similar projects that make Chicago a great place to live and visit."

"This is an exciting day and one that has been a long time in the making," said Ald. Brendan Reilly, 42nd Ward. "After asking the Chicago Park District to pursue local Chicago businesses in order to return this park to its former glory, I'm thankful to Argo Tea, the Chicago Park District and the Mayor's Office



■ ARGO TEA, the fast-growing Chicago-based company recently opened its newest Chicago location, resulting from a unique community park revitalization partnership with the City of Chicago. The greenhouse-inspired cafe, opened in celebration of Argo Tea's 10th Anniversary, is located in the newly-restored Connors Park.

for helping make this revitalization vision a reality and for dramatically improving the park as a neighborhood amenity and family destination."

Similar to other Argo Tea locations, the new greenhouse cafe features sustainable elements, including fully recyclable packaging, native landscaping featuring drought-tolerant plant varieties and allowing for natural irrigation, and wind energy power from the purchase of renewable energy credits.

Like all Argo Tea cafes, the greenhouse cafe will support a



variety of local efforts. Local non-profits receive 10 percent of proceeds from seasonal signature drinks as part of Argo's ChariTEA program. In addition, local artists and musicians are welcomed to showcase their talents in store, and public tea tastings and wellness events are held regularly for the community.

"This cafe is a physical representation of our core values at

Argo Tea, showcasing the best of what we offer in support of creating healthy communities, leading in sustainability and giving back through charity," said Arsen Avakian.

Since opening its first cafe in 2003 in Chicago, Argo Tea now operates 27 cafes in the U.S. and internationally, with more than 15 locations scheduled to open in the next 12 months.



■ ARGO TEA and the City of Chicago worked together to remake the park into a more welcoming atmosphere. The collaborative effort left the park filled with native plants, including tea bushes such as chamomile and hibiscus.



■ Chicago residents turn out, July 23, in celebration of Argo Tea's 10th Anniversary and the opening of its newest location on N. Wabash Street in Connors Park



■ ARGO TEA CEO Arsen Avakian (right) welcomes Chicago Mayor Rahm Emanuel (left) to the podium. Emanuel told those gathered, "I am thankful for Chicago-based businesses like Argo Tea, for taking the extra step to beautify our neighborhoods and make Chicago the best city possible."



■ Similar to other Argo Tea locations, the new greenhouse cafe features sustainable elements, including fully recyclable packaging, native landscaping featuring drought-tolerant plant varieties and allowing for natural irrigation, and wind energy power from the purchase of renewable energy credits.

34 Hospitality



COWBOY CHICKEN-WOOD FIRE ROTISSERIE, the popular eight-unit Dallas-based fast casual brand, has opened its newest restaurant at 4972 Overton Ridge in Ft. Worth, Texas.

Cowboy Chicken Now Open in Ft. Worth

Cowboy Chicken-Wood Fire Rotisserie, the popular eight-unit Dallas-based fast casual brand, has opened its newest restaurant at 4972 Overton Ridge in Ft. Worth, Texas. The 2,500 sq. ft. location is located on Overton Ridge Blvd between South Hulen Street and Bryant Irvin Road and is the first Cowboy Chicken restaurant in Ft. Worth and the fourth corporate restaurant for the company. Like all Cowboy Chicken locations, Ft. Worth features the same great chicken cooked over a wood burning fire like they've been cookin' for over thirty years.

Chuck Ziesenis, a six year veteran of Cowboy Chicken and resident of Ft. Worth, is the new Cowboy Chicken Ft. Worth General Manager, and has hired 30 crew members from the local community. The restaurant is open daily from 11:00 a.m. – 9:00 p.m. and features a comfortable dining room, a large covered patio as well as catering, delivery and take-out.

"We are excited to have a company restaurant in Ft. Worth and invite the community to come try Cowboy Chicken!" said Sean Kennedy, President, Cowboy Chicken. "We look forward to introducing ourselves and our signature wood fired chicken to families and new friends in Ft. Worth."

For over 30 years, the "down home Cowboys" at Cowboy Chicken have been cooking all natural chicken over a wood burning fire, and now guests of Ft. Worth can enjoy the same delicious wood-fired rotisserie chicken along with seventeen different fresh homemade sides. Since its humble beginnings in



Like all Cowboy Chicken locations, Ft. Worth features the same great chicken cooked over a wood burning fire like they've been cookin' for over thirty years.

1981, Cowboy Chicken has perfected the taste of chicken on a wood burning rotisserie and created the now famous Twice-Baked "Potatoes". Other long time favorites are the famous Cowboy Chicken Enchiladas stuffed sandwiches. Homemade Southern Blackberry Cobbler or Peach Cobbler finishes off any cowboy meal and both their award-winning Chicken Enchiladas and homemade Cobbler have been on the menu since

Cowboy's inception, more than thirty years ago.

Cowboy Chicken in Ft. Worth features healthy and delicious fresh salads and sandwiches, grilled skinless chicken breast and nutritious sides such as seasonal fruit, baked Sweet Potato, Green Beans, and Campfire Veggies, which can all be ordered online. Online ordering is available for lunch and dinner, take-out, home delivery and catering services.

Level One to Bring Garden Meatless Proteins to Club Warehouses Nationwide

Level One Marketing has partnered with Garden, an award-winning range of tasty, nutritious, convenient foods people love to eat made from a blend of non-GMO soy, wheat, and pea proteins, organic ancient grains and veggies. The club broker business development specialist will work with Garden to launch its products at major club retailers, with initial plans to debut its Mandarin Chick'n at warehouses in the San Francisco Bay Area, Los Angeles, San Diego and Pacific Northwest. The companies plan to introduce more Garden products in club retail and expand to national distribution by the end of the year.



"Level One offers our business unparalleled attention at the senior level management level and knowledge of the industry. They are truly born of Costco, and that helps us hone our offering for the unique club environment and create value for members," said Yves Potvin, President at Garden Protein International, the parent company of Garden. "Costco members are totally experiential and willing to try new items. We see Costco as a great place for consumers to experience our products firsthand. Once they taste it, they love it and see how easily it fits into their healthy lifestyle."

"It's really great to work with Garden, a revolutionary brand that is transforming America's table with meat-free foods. They're the innovators in meatless protein, a category that has moved to the center of the plate. Demand for meatless foods is on the rise, and in four short years Garden has achieved national distribution of over 18,000 storefronts," said Jeremy Smith, Chief Operations Officer, Level One Marketing. "Under the leadership of Yves Potvin, Garden's pedigree and commitment to quality is second to none in the category, and we are confident it will be a huge success in club retailers as families embrace meatless proteins as the center of their home meals."

Craft Beer and Casual Fine Dining Restaurant to Join Monroe Street Market

The Bozzuto Group, a Greenbelt, MD-based real estate services company, announced that an independently-owned restaurant from the team behind Meridian Pint and Smoke & Barrel has signed on to join its Monroe Street Market development at the Brookland-CUA metro station in Washington, DC.

The yet-to-be-named restaurant will provide a comfortable, family-friendly neighborhood-gathering place featuring a relaxed yet elegant atmosphere, casual fine dining derived from a chef-driven menu, and a selection of craft beers.

"We believe that an establishment from this team is a perfect addition to the mix of retail at Monroe Street Market," said Toby Bozzuto, president, The Bozzuto Group. "The group's creative vision mirrors our own and we are thrilled to welcome its contemporary, casual fine dining concept. We look forward to the restaurant's success in the Brookland neighborhood."

Expected to open mid-2014, the restaurant will encompass approximately 4,200 square feet at the end of the ArtsWalk in the center of Brookland Works, the industrial-chic apartment and artist community at Monroe Street Market. The retailer will feature a contemporary storefront with exposed brick, distressed wood, a partially open kitchen, cozy booths and a muted color-scheme accented by dark wood tones. Cafe seating will be available for guests to sit and enjoy al fresco dining while admiring art from the open-air artist studios. The restaurant will be open for lunch and dinner services, while also providing brunch on Saturdays and Sundays.

The executive chef-driven menu will focus on elevated pub standards, internationally inspired dishes, and will provide an ample selection of vegetarian and vegan options. The selection of unique, craft beers will be primarily draft and will highlight a range of styles, geographic, and flavor profiles.

With a commitment to environmental responsibility, the restaurant will utilize all natural ingredients, high efficiency, low impact heating, air conditioning, solar water heating, and composting. Bike racks will be provided in front of the restaurant to support urban cycling.

A multi-phase project, Monroe Street Market will ultimately consist of three buildings, Brookland Works, Portland Flats and Cornerstone, encompassing approximately 720 residences, 45 townhomes, 83,000 sq. ft. of street-level retail, 15,000 square feet of artist studio space, a 3,000 sq. ft. community arts center, and 850 parking spaces.

The pet-friendly apartment community will feature nearly 20,000 square feet of amenity space, including indoor and outdoor lounges with fireplaces; a 24-hour fitness center with yoga/Pilates studio; lounge, community room, and billiards; E-cafe; outdoor grilling stations; spa-style pool with expansive sundeck; outdoor lounges with bars and grills; as well as lush, beautifully landscaped courtyards.

Monroe Street Market recently announced Barnes & Noble at Catholic University as the anchor retailer for the project, which will be located in the Cornerstone Building.



New Easy to Use Food Scale

A new portable, all stainless steel food service scale that is ideally suited for both commercial and educational applications is being introduced by Alliance Scale, Inc. of Canton, Massachusetts. The Alliance/OHAUS Valor 3000 XTREME Portable Scale is an all stainless steel food scale designed for tough environments where frequent washdown is required and capacity is exceeded frequently. Suitable for recipe weighing and teaching applications, this food service scale calculates in lb., oz., lb. oz., g., kg, or fluid oz. of water units and includes specific gravity determination and percent weighing software. NSF listed/certified and USDA-AMS accepted, it supports HS CCP-certified systems and the wash-down and OIML approved models withstand the requirements of the most demanding environments. The Alliance/OHAUS Valor 3000 XTREME Portable Scale is priced from \$437.00 (list), depending upon model.

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36 **Grocery**

Barilla Introduces New Gluten Free Pasta Line

The gluten-free industry is expected to reach \$8 billion in 2013 as more people begin to adopt a gluten-free lifestyle. Pasta is one of the foods that is missed most amongst people who are living gluten-free, and yet the options for enjoying a gluten-free pasta meal fall short, with limited brands and varieties available on store shelves. Now, Barilla is stepping in.

For more than 135 years, Barilla has been committed to making authentic, high-quality pasta for everyone to enjoy. The goal in producing the new Gluten Free pasta line is to offer convenient, versatile and tasty solutions for anyone living a gluten-free lifestyle, ensuring it is readily available at the local grocery store and easy to find.

"Barilla has a rich heritage of delivering quality, trusted products, and we are committed to making sure everyone can enjoy delicious pasta," says Claudio Colzani, Chief Executive Officer of the Barilla Group. "We felt it was important to invest in developing a pasta line for the ever-increasing number of people who are adopting gluten-free lifestyles, ensuring that it delivers the taste and texture pasta lovers expect from Barilla."

Barilla Gluten Free Pasta is produced in a facility in Italy that is dedicated to gluten-free and is made with a combination of non-GMO corn and rice. There are four varieties in the Gluten Free Pasta line - Spaghetti, Penne, Rotini and Elbows - which will be sold in 12 ounce boxes for \$2.39. All four varieties are entering distribution now, with full national availability in early 2014.

Gluten Free is a strategic addition to the Barilla pasta portfolio and to the pasta category overall. Many consumers who are making the choice to purchase gluten-free products avoid pasta due to negative taste perceptions, high prices and limited availability. Barilla anticipates the new Gluten Free line will bring these consumers back to the pasta they love and trust.

Doggie Shotz

A Gourmet Meal for Your Dog

Dogs who are tired of the same kibble day after day, are going to flip for Doggie Shotz, a new product from Pet Alternatives, that allows them to enjoy gourmet, nutritious flavor at every meal. Made in the USA, Doggie Shotz, is a liquid, gravy-like additive that can be mixed in with traditional dog food, provides the burst of flavor Fido craves from people food without all the extra calories and fat.

The Association for Pet Obesity Prevention estimates that more than one in two dogs is overweight. Additionally, over 20 percent of all canines are obese. Much of this weight gain can be attributed to more and more pet owners treating their animal babies as children and indulging them in table scraps.

Doggie Shotz come in six taste-tempting varieties including Bacon N Eggs, Three Cheese, BBQ Baby Back Ribs, Bacon Cheeseburger, Chicken Stir Fry and Turkey N Mash. Yet despite their gourmet tastiness, Doggie Shotz are surprisingly nutritious.

"Doggie Shotz offers great taste, enhanced nutrition and a gourmet experience for any dog," explains Bill Kavanov, CEO of Pet Alternatives, manufacturer of Doggie Shotz. Indeed, not only is the entire product line naturally made but it also is 90% fat free, gluten-free and contains a unique blend of essential vitamins and minerals. That means Doggie Shotz (MSRP \$5.99 per 9 oz. bottle) can be added to a dog's food bowl at every meal without worry that the canine indulger will pack on the pounds. The serving size is 2 tablespoons per half cup of food and the bottle can be unrefrigerated unless Fido wants a cold meal!



Seapoint Farms Unveils

New and Unique Premium Edamame Snack Variety

Seapoint Farms has launched an exciting new snack, as well as expanded packaging options for two of its dry roasted edamame products - all now available nationwide.

Seapoint Farms new Crunchy Coated Premium Black Edamame is a gluten-free, heart healthy, non-GMO and protein-rich snack. Black edamame is made from a unique variety of black soybean that is distinctly sweet and prized in Japan. Seapoint Farms seasons its Crunchy Coated Premium Black Edamame with sea salt, making them the perfect combination of sweet and savory flavors.

The bite-sized edamame is high in protein with nine grams per serving. It also is a good source of fiber, is cholesterol free and has just 140 calories per serving.

"Seapoint Farms Crunchy Coated Premium Black Edamame offers the same nutrition and quality as our other products, but in a new and exciting way for U.S. consumers," said Laura Cross, president of Seapoint Farms. "In the tradition of our edamame, this product is very versatile and can be enjoyed right out of the bag, added to trail mix or used as a topper for salads, soups and other foods."

Seapoint Farms is also responding to increased customer demand by expanding the packaging options for two of its dry roasted edamame items: Lightly Salted Dry Roasted Edamame and Spicy Wasabi Dry Roasted Edamame. Both varieties are now available in eight-bag boxes of 100-calorie Snack Packs, as well as in individual 1.58 oz. snack-size bags. The 100-calorie pack boxes carry an MSRP of \$3.99-4.99, while the 1.58 oz. bags, which come in their own display cases of 12, have an MSRP of \$1.99 - perfect for the grab-and-go aisle or a register display.

The Crunchy Coated Premium Black Edamame comes in a 3.5 oz. bag with an MSRP of \$1.99.



Season's Eatings -

A Way Better Seasonal Snack Has Sprouted

Way Better Snacks is introducing, Simply Sprouted "Oh, My Sweet Pumpkin Cranberry," a seasonally-inspired snack that will be available in time for the upcoming holiday season. Just like the original line, these tortilla chips will feature sprouted grains, including flax and quinoa, as well as real pumpkin and cranberry to create a more wholesome holiday inspired snack option.

Launched in the fall of 2011, Way Better Snacks simply sprouted tortilla chips are the first snack of its kind to incorporate sprouted ingredients like flaxseed, chia seeds, quinoa, black beans, broccoli seeds and daikon radish seeds. With interest in sprouted products booming, Way Better Snacks has received an enthusiastic reception with consumers looking for more healthful snack alternatives in the United States and Canada.

Featuring cranberries, and real pumpkin, which is a great source of Vitamin A and fiber, this new variety truly offers consumers a wholesome snack that's also a tasteful toast to the season.

"Unlike many traditional snack foods, people can feel good about eating and sharing our products with others because they are made with simple, high-quality ingredients, most of which are sprouted," said Jim Breen, CEO and Founder of Live Better Brands. "We're excited to have created a new tradition in snacking for people to share at holiday gatherings."

In addition to featuring sprouted ingredients, the tortilla chips are also Certified Gluten Free, Non-GMO Project Verified, Kosher, vegan, an excellent source of whole grains, and low sodium. Also, they are made with simple, whole, healthful ingredients and contain no trans fats, artificial colors, flavors or preservatives. They are nutritious, "on trend," and have received high praise from consumers for tasting way better than they could imagine.



Chex Expands Family of Gluten-Free Cereals with New Vanilla Chex



Chex cereals, which have been enjoyed by families for years, have announced the launch of a seventh gluten-free flavor, new Vanilla Chex, with natural vanilla flavors.

"Chex provides families, including those living a gluten-free lifestyle, with wholesome and flavorful breakfast options they'll love," says Amber Holm, marketing manager for Chex. "We're thrilled to be adding Vanilla Chex as the seventh gluten-free cereal in the Chex family."

Chex gluten-free cereals are available nationwide for an average retail price of \$3.39 per box.



Lindsay Brand Launches Line of Specialty Peppers

Lindsay, a leading specialty condiment brand and largest table olive producer, today announced the launch of its new line of specialty peppers. The Lindsay pepper line includes the following varieties: Sweet Banana Peppers, Whole and Sliced Golden Greek Peppercornis, Hot Chili Peppers, Jalapeño Peppers, Roasted Red Peppers and Mix Giardiniera.

Varieties being introduced include:

■ GOLDEN GREEK PEPPERONCINI - Peppercornis (pronounced pep-per-awn-CHEE-nee) are Lindsay's top seller, and for good reason! Grown on sun-drenched Mediterranean farms, their golden color and mildly piquant, fruity flavor echo the spirit their native land, making them a classic sandwich companion and a must-have on antipasto platters and salad bars. Available as whole peppers or sliced, these crisp golden peppers, with just a hint of heat, are grown in Greece. Ours are made exclusively from the Greek variety, which are sweeter than those from Italy.

■ HOT CHILI PEPPERS - The spicy Cascabel peppers that make up Lindsay Hot Chili Peppers are grown in Central California. Harvested at their peak, the chilies are delivered to our facility and packed within twenty-four hours, ensuring that we retain their natural heat and fresh-picked flavor. These spicy, perfectly bite-sized little firecrackers are not for the timid.

■ JALAPENO PEPPERS - Jalapeños are moderately hot chili peppers that are two to three inches long and usually dark green when harvested. Red jalapeños are simply green jalapeños that have been left on the plant to continue to ripen, and are generally hotter and sweeter than their green counterparts.

■ MIXED GIARDINIERA - A combination of carrots, cauliflower, Sicilian olives, red peppers and celery, mixed giardiniera (pronounced jar-din-air-a) is a perfect addition to sandwiches, salads and pasta. The product can also be served as a compliment to various appetizers.

■ ROASTED RED PEPPERS - With their sweet, earthy flavor and vibrant colors, roasted peppers add a beautiful and sophisticated flair to pasta dishes, pizzas, omelets, salads, sauces and appetizers. Red peppers are simply green peppers that have been left on the vine to continue to ripen in the Mediterranean sun. Packed in water with sea salt for preserving, they have tender juicy flesh, mild character and a light smoky and sweet flavor.

■ SWEET BANANA PEPPERS - Long and bright yellow with shiny skin, it's not hard to figure out where their name comes from. While sweet peppers are abundant from July through September, Lindsay makes it possible to enjoy them year round. Our banana wax peppers are naturally the perfect shape for snacking and pack an addictive crunch.

With the launch of the new pepper line, Lindsay is also providing consumers with a variety of recipes in which the various pepper products can be incorporated. Recipes can be found online at www.LindsayOlives.com.

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Blue Bell Introduces New Holiday Favorite – Fudge Divinity Ice Cream

Blue Bell is once again releasing its popular Holiday Favorites line of ice cream and this year "the best ice cream in the country" is adding a delectable creation to the mix, Fudge Divinity Ice Cream.

Fudge Divinity is a rich marshmallow ice cream mixed with crunchy chopped pecans and a swirl of milk chocolate sauce.

"You could say this is an old family recipe we have kept tucked away for more than a decade now," said Paul Kruse, Blue Bell CEO and president. "We first produced this flavor in 1975, but retired it a few years later. We brought it back a few more times over the years, but it has not been sold in stores since 2000. Those fans who remember Fudge Divinity will agree that it is the perfect addition this holiday season."

In addition to Fudge Divinity, the Holiday Favorites line includes Christmas Cookies Ice Cream, Peppermint Ice Cream and Spiced Pumpkin Pecan Ice Cream.

Blue Bell Holiday Favorites are only available for a limited time.

Riteway Launches Riteway Fresh

Continued from **PAGE 2**

sales manager, director of national accounts to vice-president of Eastern region.

"Don's produce knowledge from the farm to the store to the table and his passion for sales make him the perfect person to lead Riteway Fresh," Hall said. "We look forward to working with Don building another successful sales organization supporting our Southeast retailers." Don Bishop assumes the role of director of Riteway's Fresh division. Bishop's experience on the produce side of the consumer package goods and fresh produce industry made him the lead contender for the task. After working in the Northeast and Canada, Bishop returned to Florida to work with a Tampa-based produce marketer. For the past two decades, he has been the president of Tampa-based Bishop Targeted Marketing, Inc. He is a graduate of Florida State University.

"I am excited about combining my business with Riteway Sales and Marketing to form Riteway Fresh," he said. "The combination offers our customers sales professionalism, outstanding support services in the form of a high quality, professional retail sales force and the backing of one of the best grocery sales data resources in the industry.

The newly formed Riteway Fresh combines to offer one of the most powerful fresh sales programs in the Southeast." Riteway was founded in 1981 and is headquartered in Lakeland, Florida, with additional divisional offices in Jacksonville, Florida; Miami, Florida; and Atlanta, Georgia. Jim

Hall, assisted by the management team of Bobby McQueen and Mike Rowan, leads Riteway. The company covers the Southeastern U.S. markets, including Florida, Georgia, Alabama and Louisiana and focuses on the Perishable, Non-Perishable and Non-Food divisions of its customers.

NGA Expanding Show Floor and Pavilions for '14

Continued from **PAGE 2**

will showcase even more technological innovations and solutions from a variety of companies designed to streamline retail workflow and efficiency.

"We are excited about the wide variety of products and services on the Show floor in 2014," said Peter J. Larkin, President & CEO, NGA. "The value proposition and return on investment for Show attendees increases every year, demonstrating our commitment to the industry by providing real solutions for independent retailers."

The EXPO floor is just part of the NGA Show experience, which also features over 30 educational sessions and special events.



■ ROUSES MARKETS downtown New Orleans location. The family owned and operated company is expanding to Alabama.

Perishable Donations Partnership Milestones

Continued from **PAGE 13**

Perishable donations have steadily increased as a share of Kroger's total contributions to food banks. In 2012 alone, Kroger donated the equivalent of 200 million meals - 4 million meals every week - in food and funds. The Perishable Donations Partnership contributed 40.8 million fresh meals to the total in 2012, up from 11.7 million in 2008.

Scaled across Kroger's family of stores beginning in 2008, Kroger's Perishable Donations Partnership program depends on store associates taking the time

every day to identify meat, produce, dairy and bakery items that can no longer be sold yet remain safe, fresh and nutritious complements to dry goods donations to food banks. Kroger shared its innovative program with the rest of the retail food industry through the Feeding America network.

"The Perishable Donations Partnership has rapidly become our most important source of food to help feed families struggling with hunger," said Matt Knott, President of Feeding America. "Our retail donations program has grown in large part because Kroger opened its playbook to the rest

of the industry and showed other retailers how it could be done."

Kroger's Fred Meyer division pioneered the Perishable Donations Partnership about nine years ago. Stores partnered with local food banks in the Pacific Northwest to collect fresh food and properly store it so it could be quickly shipped to reach hungry families. Kroger adopted Fred Meyer's model and worked with Feeding America to develop food safety and quality control standards, and trained associates to facilitate the program in their stores. Currently, 96% of the company's 2,419 supermarket stores participate in the program.

Key Drivers for Wine Retailing Success are Knowledge & Sampling

Continued from **PAGE 7**

helps customers learn how to select the wine that's right for them."

To be competitive retailers need to invest in a broad selection of wine at a variety of price points. More than half of survey respondents reported the \$11-\$20 range the most popular, but all ranges were active with sampling acting as the tipping point. Panelists agreed that customers are willing to splurge if they can taste before they buy. Making the connection with customers in a setting that makes it easy and enjoyable to shop, by staffing with knowledgeable and passionate people, and by providing service and self-service sampling has long-term impact on repeat purchases.

Today's technology is catching up with the wave of demand by providing tools for retailers to sample wine and to better manage the wine department. "Napa Technology's retail customers report a 60% increase in case movement when wines are sampled and have found that automated wine sam-



■ A typical wine station installation by Napa Technology. Napa Technology recently released key findings from its recent retail survey during a thought-provoking webinar centered on wine consumption trends.

pling reduces overall operational costs with anytime access to wine sampling," said Jayne Portnoy. "In addition, WineStation is the only enterprise platform system in the world that leverages engineering expertise and industry insights to

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

Napa Technology provides free access to the webinar, The Changing Wine Aisle: Retail Wine Trends at: napatechnology.com/webinars/

Rouses Markets Acquires Six Stores in Alabama

Continued from **PAGE 1**

Tommy Delaune, President of Tommy's Seafood in Chalmette, said Rouses Markets' expansion into Alabama is good news for everyone. "Fishermen across the Gulf Coast are excited about this. They know what it means for them and the economy. Rouses' support keeps our Gulf Coast fishermen working."

The Alabama stores are located in Mobile, Gulf Shores, Spanish Fort, Saraland and Theodore. Rouses Markets

won't take possession until after the transfer to AWG is complete. "The stores will already be closed when we take ownership," said Donny Rouse, managing partner of Rouses Markets, and third-generation owner. "We're going to keep them closed while they undergo multimillion-dollar remodeling. We'll be adding in-store sausage kitchens, seafood boiling rooms and other features we're famous for." The exact reopening dates for the stores will depend on construction times.

Kroger Co. Announces CEO Succession Plan

Continued from **PAGE 1**

positions including Vice Chairman, Executive Vice President of Strategy, Planning, and Finance; and Chief Financial Officer.

Dillon said, "As Kroger implements its strategic growth initiatives, the time is right for the transition of leadership. I am delighted that the Board has elected Rodney McMullen to succeed me. Rodney has played a leadership role in every major decision Kroger has made for the past 25 years, including the development and implementation of Kroger's Customer 1st approach as well as our current growth strategy. He is ready to be CEO. I have been honored to lead this great company for over 10 years and look forward to assisting Rodney and the Board in the transition while continuing to serve as Chairman."

Robert D. Beyer, Kroger's Lead Director, said, "On behalf of the Board, I thank Dave Dillon for an extraordinary job as CEO and

throughout his distinguished career at Kroger. Under his leadership, the company has consistently delivered value for shareholders, customers, and associates. The Board has planned carefully for this leadership succession. We are confident Kroger will continue its growth momentum during the transition and under Rodney McMullen's leadership. Rodney has the right skills and experience to build on Dave's accomplishments and leverage Kroger's strong platform in the years ahead."

McMullen said, "I am honored to have this unique opportunity to serve our company and grateful by the Board's confidence in me. I am excited to lead our efforts to build on Kroger's market position and competitive advantages to drive value for our shareholders and to strengthen our deep connection with our great associates, our millions of customers and the communities we call home."

McMullen's successor will be named at a later date.

Sanderson Farms Renews Title Sponsorship of PGA Tour Tournament

Sanderson Farms, has expanded its commitment with the PGA Tour through a three-year renewal with the Sanderson Farms Championship.

In addition to the extension, tournament officials and PGA Tour announced that the Sanderson Farms Championship, held at Annandale Golf Club in Madison, Mississippi, is moving from July to late October. The date change will allow the tournament to compete at the front end of the 2014-2015 official schedule, the same week as the World Golf Championships-HSBC Champions in China. By doing so, it will not be contested during the 2013-2014 season. The tournament has been held the same week as The Open Championship the last three years.

Officials also said the purse is increasing by \$1 million to \$4 million for the 2014 event.

Joe Sanderson, Sanderson Farms' Chief Executive Officer and Chairman of the Board, spoke of the importance of the tournament's charitable impact and economic benefit to the State of Mississippi, and an increased focus on elevating that presence over the next three years.

"When we agreed to sponsor the 2013 Sanderson Farms Championship, we felt it aligned with our company's goals and mission to support our local communities and charities. We had a very positive experience this year and saw the potential to magnify the impact the tournament has," Sanderson said. "Since it was first held in 1968, this tournament has been very important to our state and the metro Jackson area in terms of the exposure,



charitable giving and economic impact it has provided. That is why we made the decision to extend our sponsorship."

"We are very pleased to announce this extension with Sanderson Farms as well as the date change, which should benefit the strength and growth of the Sanderson Farms Championship," said Andy Pazder, PGA Tour Chief of Operations. "We are excited about Sanderson Farms' commitment to upgrade the event and make an

even bigger impact to charity.

"By moving to the front of the schedule, we anticipate a number of players will use this as an opportunity to get out of the gates fast and strengthen their early standing in the FedEx Cup," he added. "The overall tournament experience also should be enhanced by less volatile weather and more moderate temperatures. Plus, the players undoubtedly will enjoy playing the Champion Bermuda greens that time of the year."

The sponsorship extension will solidify and increase the Sanderson Farms Championship's support for

Friends of Children's Hospital, which became its primary beneficiary in 2008. Sanderson Farms, one of the nation's leading food corporations, also plans to increase activities around the tournament, building upon this year's distinct theme relating to its business and hospitality through entertainment, signage, and even chicken tee markers, hand-painted by patients at Blair E. Batson Hospital for Children.

Golf Channel will continue to televise all four rounds of the tournament. PGA Tour veteran Woody Austin is the defending champion.

Four Dominick's Stores Sold in Chicago

Safeway Inc. announced as part of its plan to exit the Chicago market, it has sold four of its Dominick's stores in the greater Chicago area to New Albertsons, Inc., which operates Jewel-Osco grocery stores. The four stores are: 1340 S. Canal Street, Chicago, IL, 2550 N. Clybourn Avenue, Chicago, IL, 14200 S. Bell Road (at 143rd), Homer Glen, IL, and 1340 Patriot Boulevard, Glenview, IL.

During a short transition period, the stores will

continue to operate under the Dominick's banner until Jewel-Osco can complete their conversion to Jewel-Osco stores. Dominick's will be working with Jewel-Osco and the unions to ease the transition for store employees, and to facilitate continued employment for as many of them as possible.

Safeway has decided to exit the Chicago market and focus its efforts in other operating areas where its business is stronger.

R.W. Knudsen Family Redesigns Organic Juice Boxes

R.W. Knudsen Family has redesigned its juice boxes to provide consumers with convenient, delicious and organic on-the-go refreshment. The juice boxes are the perfect companion for a junior juice connoisseurs' busy back-to-school season and provide the brand's simple, trusted attributes that families depend on.

R.W. Knudsen Family Organic Juice Boxes are sold in 4-packs and are available in four, delicious and organic flavors that feature kid-friendly options: Apple, Pear, Lemonade and Grape. Each juice box contains 100% juice and provides 100% of the Reference Daily Intake (RDI) of Vitamin C. Like all R.W. Knudsen Family products, the juice boxes are made with the highest quality, premium fruit and complement the existing, full line of R.W. Knudsen Family organic items.



Kate Farms Functional Whole Foods Gains National Distribution



Kate Farms the creator of Complete Ultimate Shakes - the world's first organic dairy-free, gluten-free and soy-free ready-to-drink meal replacement shake - announced that the first Complete flavor, Vanilla Bliss, is now available at The Vitamin Shoppe locations nationwide. The remaining two Complete flavors from their flagship line including Cocoa Fudge and Jav'a Latte will be available for purchase at The Vitamin Shoppe and online starting Sunday, September 15th, 2013.

As a former tennis professional and the cousin of world famous tennis legend Rod Laver, Richard Laver and his wife Michelle founded Kate Farms for the sole purpose of their daughter, Kate Laver. At the age of four, Kate was failing to "thrive" and was faced with numerous difficulties. The meal replacement beverage her doctors prescribed was overloaded with

sugar and dairy for calorie enhancement. As a result, Kate had many complications, including bottle rot, sleep apnea and digestive problems. The Laver's then decided it was time to take matters into their own hands and started to develop their own hypoallergenic meal replacement shake in their very own kitchen. Together they blended 21 superfoods (including but not limited to acai, mangosteen, black currants, raspberries, green tea extract, etc.) with antioxidants, high plant based proteins and vitamin rich ingredients to fuel the body with the nutrition it needs and removed all the things that the body doesn't need like sugar and dairy. Within weeks Kate's condition improved greatly and she no longer needed breathing treatment for sleep apnea, her digestion problems were a thing of the past and her mouth was once again healthy.

Cacique Celebrates its 40th Anniversary



Food Trucks like this one pictured, featuring Cacique products, toured key cities recently to raise funds in celebration of the anniversary, with 100% of the profits to be donated to HSF.

Pledges 100% of Food Truck Profits to Hispanic Scholarship Fund

Cacique, manufacturer of Hispanic cheeses, chorizos and creams, continues to play an integral part in the community. To celebrate its 40-year milestone, the company recently partnered with the Hispanic Scholarship Fund (HSF), the nation's largest not-for-profit organization supporting Hispanic higher education, to launch the Cacique 40th Anniversary Food Truck initiative. The Food Trucks, featuring Cacique products, will tour key cities to raise funds in celebration of the anniversary, with 100% of the profits to be donated to HSF. The effort will be led by award-winning Chef and Food Network Star Aarón Sánchez.

"I'm excited to be part of this philanthropic campaign," says Sánchez, Chef/Partner of Mestizo Leawood and culinary visionary behind Crossroads at House of Blues restaurants. "With my exclusive recipes and the fresh, authentic ingredients Cacique offers, we're sure to raise much needed funds for HSF while celebrating Cacique's 40th Anniversary."

The Cacique 40th Food Truck national tour took place September 25 - 27. Stops included Los Angeles, Dallas, Houston and San Fran-

cisco. Menu items created by Sánchez sold at \$5-\$6. Menu choice items included the delicious Cotija Crusted Quesadilla, Three Cheese Salad, Tostadas with Cacique Chorizo and Chile de Arbol Salsa and Shrimp Aguachile Tostaditas. Chef Aarón Sánchez made appearances throughout the tour.

"HSF is grateful to Cacique for their commitment and support of Hispanic higher education," says Fidel A. Vargas, President and CEO of the Hispanic Scholarship Fund. "Cacique's donations are an important investment towards the goal of placing a college degree in every Latino household."

The Hispanic Scholarship Fund provides American families with financial and educational resources through scholarships and assistance programs. With an end goal of increasing the number of Hispanic college graduates HSF has awarded over \$400 million in scholarships ensuring Hispanics stay competitive in the marketplace.

"Our customers recognize us as part of their families and value our integrity," says Tirso Iglesias, Vice President of Sales & Marketing for Cacique Inc. "Partnering with HSF is our way of thanking them."

Delhaize Group Reveals Management Changes

Delhaize Group, the Belgian international food retailer, announced today that Stéfán Descheemaeker has decided to resign from his role as CEO of Delhaize Europe.

Referring to Descheemaeker's departure, Delhaize Group CEO Pierre-Olivier Beckers said: "I want to thank Stéfán for his significant contributions to the success of Delhaize Europe and Delhaize Group. In both his former capacity as CFO and then as CEO of Delhaize Europe, Stéfán has been an energetic leader who raised the organization's focus on cash-flow generation and brought the company to a higher level of performance while steadfastly promoting the company values. I want to wish him well in his future endeavors."

As a result of Descheemaeker's resignation and departure, Delhaize Group has announced the following organizational changes, all of which became effective on November 1.

Kostas Macheras, Delhaize Group EVP, current member of the Group Executive Committee and CEO of Delhaize Group Southeast Europe (SEE) and Asia, will report directly to the Group CEO. Dirk Van Den Berghe, CEO of Delhaize Belgium will report directly to the Group CEO.

Frans Muller, the incoming Group CEO said: "I look forward to working directly with both Kostas and Dirk to continue building on the positive momentum of our European businesses to generate further progress. Equally I look forward to partnering with our Group CFO, Pierre Bouchut, so that we can continue improving the focus and performance of the overall Group. This will be amongst my key priorities in addition to working directly with the Delhaize America team while I evaluate and search for the best candidate to fill the Delhaize America CEO role."



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