

TODAY'S GROCER

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Bill Fauerbach

Publix Miami Division V.P. to Retire



BILL FAUERBACH

Being Replaced by Kevin Murphy

Following over 46 years of dedicated service, Publix Super Markets Miami Division Vice President Bill Fauerbach has announced his decision to retire at the end of March.

"Bill helped grow our culture and build a solid foundation on which the Miami Division will continue to grow. We thank him for his many contributions, and he will be missed by us all," said CEO Ed Crenshaw.

With Fauerbach's retirement, Publix has announced the promotion of Kevin Murphy to Miami Division Vice President effective April 1.

Murphy began his Publix career in 1984 as a front-service clerk in Margate, FL. He worked through various positions before be-

Continued on **PAGE 38**

Supervalu Names Gerald Storch Chairman



GERALD STORCH

Supervalu Inc. has elected experienced retail executive Gerald Storch as the company's new chair of its Board of Directors. The appointment comes after Robert Miller, who served as chairman of Supervalu's Board of Directors since March 2013,

announced he would resign his chairman position to focus on other demands.

Commenting on the announcement, Supervalu Director Phil Francis said, "We are thrilled to have Jerry Storch as our new non-executive chairman of the Supervalu Board of Directors. Jerry's tremendous experience in

Continued on **PAGE 38**



United Supermarkets Debuts New Market Street Store in Flower Mound, TX

Page 12

Market STREET

GRAND OPENING

ROBERT TAYLOR
United Supermarkets, LLC CEO

SHANNON NIX
Flower Mound Market Street Gen. Mgr.

KURT McMILLAN
United Supermarkets, LLC Regional V.P.

20 Mrs. Green's Natural Market Opens First Chicago Location

INSIDE **Looking Ahead**
The Experts Tell Us What's in Store for the Coming Year

26 New Market District Express Debuts in McMurray

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TargetExpress



TARGET will soon begin testing a new store format, TargetExpress, in Minneapolis near the University of Minnesota campus. The company's smallest location ever, the store will serve students and urban guests living in nearby neighborhoods, and cover approximately 15 percent the size of a general merchandise Target store.

Target Tests New Quick-Trip Store Format

This July, Target is testing a new store format, TargetExpress, in Minneapolis near the University of Minnesota campus. The company's smallest location ever, the store will serve students and urban guests living in nearby neighborhoods, and cover approximately 15 percent the size of a general merchandise Target store.

"This is an exciting opportunity to test and learn as we continue exploring new ways

to meet our guests' needs and exceed their expectations," says John Griffith, Executive Vice President, Property Development. "Our focus is on ensuring the Target shopping experience is available when, where and how guests want it."

Target's research indicates that when consumers head out for quick shopping trips, there are often many pain points, such as long lines, navigation challenges and uninspiring offerings.

Griffith says the TargetExpress experience will be grounded in this research as well as learnings from the company's City-Target stores. For example, the checkout lane configuration will be catered to high traffic and smaller basket size, as compared to a general merchandise store.

The smaller footprint doesn't mean Target is sacrificing its

Continued on **PAGE 38**

Sargento EVP & COO

Mark Rhyan Dead at Age 53

Mark Rhyan, Sargento Foods, Inc. EVP & Chief Operations Officer, passed away on December 25 after a brief battle with pancreatic cancer. Mark is survived by his wife and two children.

Mark joined Sargento in 1992, and made an indelible print on the culture and success of the company, and played an integral role in shaping its future. First hired as Director of Tax, he was promoted to EVP-Chief Financial Officer in 1997 and to his most recent role in 2000. Always willing to take on more responsibility, he guided the advances in manufacturing, engineering, procurement, quality systems, logistics and



MARK RHYAN

Continued on **PAGE 38**

Brian Baer Named Safeway Div. President



BRIAN BAER

Safeway Inc. has announced the appointment of Brian Baer to President of the company's Eastern Division.

"Brian's proven management skills and experience will serve our customer base well in the Eastern Division," said Kelly Griffith, Safeway Executive Vice President, Retail Operations.

Baer joined Safeway in 2001 as Vice President of Finance for the company's Phoenix Division. In 2004, he became Group Vice President of Finance Planning and Analysis at the Safeway's corporate headquarters. He joined the Dominick's Division as CFO in 2008, and was promoted to President of that Division in 2011. Prior to joining Safeway, Baer spent more than 12 years with the Marriott Corporation serving in various financial management positions in operations, corporate finance and real estate development.

Dr. Praeger's Sensible Foods Announces CEO & President Succession



LARRY PRAEGER

Next Generation Takes Reins of Family-Owned Frozen Food Business

Dr. Praeger's Sensible Foods, a family-owned manufacturer of healthy frozen foods that grew rapidly for three decades under the helm of heart surgeon Dr. Peter Praeger, has named Larry Praeger CEO and Adam Somberg President. Vice President and a 14-year veteran of the company, Larry Praeger succeeds his late father, the founder, CEO and president of the eponymous Dr. Praeger's Sensible Foods until his passing in September of 2012.

"This is a bittersweet moment for me. To say that I have huge shoes to fill doesn't begin to capture the depth of my father's legacy," said Larry Praeger. "Under his leadership and pioneering vision, Dr. Praeger's became a respected national brand. Adam and I are honored to build on that history, while leading an incredibly talented team forward into the next generation of growth."

"Larry and Adam literally grew up in the business," said co-founder and Chairman Dr. Eric Somberg. "Their combined 22 years of experience, broad understanding of the natural foods industry and strong leadership have prepared them well to drive Dr. Praeger's future growth."

Moo & Oink's Corporate Chef

Dwight Evans II Named 'Chef of the Year'

Moo & Oink Corporate Chef Dwight Evans II has been named "Chef of the Year" by the American Culinary Federation (ACF) Chicago Chefs of Cuisine at its annual dinner held December 2, at Kendall College in Chicago.

Chef Evans has the distinction of being the first African American chef to be honored with the coveted award.

"It's a huge honor to be recognized by my colleagues," Chef Evans said. "I was truly stunned. I couldn't even sleep that night."

Chef Evans was judged from his creative talents as a chef, his many positive contributions to the culinary arts profession and for his tireless work promoting, educating and mentoring young culinarians.

He has been corporate chef for Moo & Oink since July, 2012. He is able to integral part of the



CHEF DWIGHT EVANS II

development of new recipes using Moo & Oink products. As Moo & Oink's chef and spokesperson, he has made several appearances

in cooking segments on network and national TV.

"We are so pleased for Chef Evans on his being named 'Chef of

Brynwood Partners V L.P. has signed an agreement to sell its investment in DeMet's Candy Company for \$221 million to Yildiz Holdings A.S., owner of the Godiva chocolate brand.

DeMet's Candy, headquartered in Stamford, CT, is a leading U.S. manufacturer and marketer of premium priced chocolate confection products under the Turtles, Treasures, and Flipz brands. Since its formation in 2007 by Brynwood V, DeMet's Candy has significantly expanded its sales, production, and profitability. All of the DeMet's brands were acquired by Brynwood Partners from Nestlé USA in separate transactions. DeMet's Candy employs approximately 200 people and operates two

manufacturing facilities in the U.S. During Brynwood V's ownership, the company built one of these

Continued on **PAGE 38**

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the Year," said Dave Van Kampen, Chief Herding Officer of Moo & Oink. "He's a bona fide star in the culinary industry, and we are so proud to have him on our team."

Chef Evans attended Ball State University, Muncie, IN, before transferring to Johnson & Wales University, Charleston, S.C. In 2002, he graduated from École Supérieure de Cuisine Française in Paris. While there, he worked at Le Jules Verne, a Michelin two-star restaurant at the top of the Eiffel Tower.

In 2009, *Ebony* Magazine named Chef Evans one of America's top African-American chefs. Currently, he is on the board of directors of the American Culinary Federation (ACF) Chicago Chefs of Cuisine, Inc., serving in 2013 as 1st vice president. He is in line to assume the presidency of this prestigious organization.



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4 Grocery

Firefly Teams Up With Angry Birds to Make Oral Care Fun for Kids



Tooth decay has two furious new foes, Red Bird and Stella.

These Angry Birds favorites help conquer cavities in new Firefly Angry Birds Anti-Cavity Mouth Rinse by Dr. Fresh. An excellent adjunct to regular, thorough brushing and flossing, the sugar-free and alcohol-free formula features fluoride

to help strengthen tooth enamel and prevent decay.

With the premise of providing "Good, Clean, Fun™" to families everywhere and trying to get kids into good oral care routines early on, Firefly tapped into the enormous appeal of the Angry Birds brand. "Kids love having fun, and parents like making sure they are instilling healthy habits for their children. So we came up with a mouth rinse that was great tasting and fun to use, while reducing messes at bathroom sinks everywhere. Combine that with Angry Birds characters that kids love and it's a win-win, making oral care an entertaining and compelling 'game' in its own right," said Renu Mevasse, Director of Marketing.

Bubbly Stella approves of the formula's yummy bubble gum or berry flavors. Flock leader Red Bird loves the fun pump bottle that features a choice of his or Stella's likeness in 3-D. There's even a convenient "no-mess" cup attached to the bottom of the bottle for proper usage and between-use storage. The colorful molded characters create a friendly presence at the sink that turns duty into delight.

In addition to providing long-lasting anti-cavity protection, Firefly Angry Birds Anti-Cavity Mouth Rinse can get to hard-to-reach areas a toothbrush might have missed. It also helps children who wear braces cover all the bases.

The 16-oz bottle has a suggested retail price of \$3.99.

The Little Slugger Hits a Homerun for 2014 Season

New line of baseball inspired ice cream cones and fruit snacks



The Little Slugger, LLC is introducing the first and only line of patented baseball bat shaped ice cream cones and baseball and bat shaped fruit snacks to the retail market. The Little Slugger product lines will hit store shelves, this spring with the start of the Major League Baseball.

"The Little Slugger offers a new twist on an American tradition for kids," states Tony Antonacci, Chief Executive Officer of the company. "Baseball is America's favorite pastime and accounts for much of youth play activity in the U.S. There is no better feel good tradition than for a team to enjoy ice cream after a game - win or lose - to build camaraderie."

"The Little Slugger's fat-free fruit snacks are conveniently packaged in pocket-size bags so they keep kids going into extra innings."

says the Company's Managing Partner, Lou Antonacci. "These delicious snacks are made with real fruit juice so parents will appreciate them as a fun, healthier alternative for their active children."

The Little Slugger offers a variety of cone products and fruit snacks available for the grocery, mass merchant, convenience, dollar and foodservice industries. The Little Slugger's red, white and blue branding, which focuses on kids and baseball, stands alone among ice cream and fruit snack novelties. Furthermore, the Little Slugger's trademarked "It's a hit every time!" resonates with baseball fans of any age.

Deliciously New Artisanal Pasta Chips Debut



Take a culinary journey through Italy with the new snack classic, authentic Pasta Chips, an idea born out of the hills of Tuscany and made from real pasta. Whether straight from the bag, dipped, or topped & served, dazzle party guests with artisanal Pasta Chips!

During a visit to Italy, Pasta Chips creator Jerry Bello, who is known for creating original and delicious snack brands, was served fresh pasta

dough that was gently baked, drizzled with olive oil, and sprinkled with salt crystals. As soon as he tasted this unique chip, he knew he had to share it.

The first to recreate this rich, traditional food, Pasta Chips are made with the same semolina flour, ancient grains, and Italian herbs that were celebrated over 800 years ago. The Tuscan-inspired chip is married with different seasonings based on regional Italian favorites that are steeped in hundreds of years of Italian culture and living.

Superior in flavor and taste, Pasta Chips have 4g of protein, are cholesterol-free, and contain 60% less fat than potato chips and 20% less fat than pita chips.

They are available in five delectable flavors inspired by the sauces and tastes of Italy, savor Pasta Chip's delectable Marinara, Alfredo, Spicy Tomato Basil, Garlic Olive Oil, and Mediterranean Sea Salt flavors.

Red Gold Offers New Upscale White Label Plastic Ketchup Bottles



Red Gold has launched a new upscale 20-ounce plastic ketchup bottle for foodservice operators desiring a more elegant package design for their tabletops.

"We tested the new white label ketchup in the Northeast earlier this year, and operators embraced the alternative design," says Red Gold's Divisional Vice President - Foodservice, David Halt. "The new packaging offers operators greater flexibility in the look of their tabletop ketchup. Our classic yellow and red label 20-ounce plastic ketchup bottles will continue to be offered for those who prefer our classic design."

Red Gold is America's largest family-owned and operated tomato company. The company is also the fastest growing producer of ketchup for foodservice and within the retail channel. "Our focus is in delivering the best quality tomato products in the world," explains Halt. "When we looked at the premium quality of our ketchup and asked ourselves how we can make a great ketchup even better, we identified that offering a more elegant 20-ounce plastic ketchup would be one way to serve our foodservice customers with a great option."

Red Gold offers varieties of premium quality ketchup at a more competitive price than other national brands. From nine-gram portion control packets to bag-in-the-box three-gallon ketchup for back-of-house, there is great ketchup available for any operation.

Carmex Launches Two New Moisture Plus Lip Balm Designs

Carmex recently launched the new, limited edition Carmex Moisture Plus lip balm line to much fun fare from loyal Carmex fans and converts alike. Now, the brand is excited to announce the arrival of two new patterns phasing in this winter.

The updated new Fab design will feature a cute pink and grey plaid, while the Starlet design will be a shimmering chevron in metallic gold and silver. The Chic and Adventurous designs from the original round - featuring a classic houndstooth and fun leopard print, respectively - will remain for another season due to overwhelming popularity among consumers.

Carmex Moisture Plus lip balms offer a slim-stick applicator and the fun limited-edition, exterior designs to uniquely appeal to individuals' personal style. Formulated with Carmex's trusted, ultra-hydrating Moisture Plus technology, the lip balm contains aloe, vitamin E and broad spectrum SPF 15 sunscreen to protect lips from the damaging effects of the sun that still are a concern during the winter months.



Progresso Launches Artisan Soups in East Coast Grocery Stores

Honoring its longstanding tradition of quality, Progresso expands its soup offerings with the introduction of Artisan Soups. The line, featuring a new repertoire of ingredients, comes in five flavorful varieties and demonstrates the Progresso brand's commitment to celebrating authentic taste and exploring new flavors. It is also the first ready-to-serve soup line from Progresso available in a Tetra Pak carton. This packaging allows the soup to cook in a whole new way -- one that lets the freshness and flavor of ingredients shine.

The Artisan line includes vegetable bisque and hearty soup varieties.

Vegetable Bisques:

- **CREAMY TOMATO WITH ROASTED RED PEPPERS:** Vine-ripe tomatoes meld with fire roasted red peppers to create a rich and creamy tomato soup with hints of roasted garlic, olive oil and flavorful spices.
- **MASALA CURRY BUTTERNUT SQUASH:** The sweet, nutty flavor of roasted butternut squash is enhanced by the addition of warm curry spices, coconut milk and a small kick of cayenne.

Hearty Soups:

- **RUSTIC TOMATO WITH CHICKEN AND DUMPLINGS:** A boldy flavored and chunky tomato sauce is the base of this flavorful soup with hearty chicken and dumplings.
- **CREAMY POTATO WITH SAUSAGE AND KALE:** Skin-on russet potatoes add a hearty texture to flavorful roasted Italian sausage and leafy kale in creamy broth.
- **SMOKY WHITE BEAN AND WINTER VEGETABLES:** White navy beans and black-eyed peas stewed in rich chicken stock with an assortment of hearty winter vegetables creates a satisfying taste experience with a hint of smoked paprika.

Artisan Soups are available in grocery stores along the Eastern Seaboard from Southern Florida to Maine and can be found in the soup aisle for a suggested retail price of \$2.99 for a 17.6 or 17.2-ounce carton, ounces vary depending on the flavor.

Consumers Increasingly Turning to Their Smartphones and Tablets

For Specific Retail Activities

When it comes to consumers' love of all things digital, using tablets and smartphones to interact with retailers is high on their list. According to a report produced in partnership with comScore and The Partnering Group and released today at Shop.org's Annual Summit, in June 2013, more than half (55%) of all retail related Internet time originated on smartphones and tablet devices combined, compared with just 45 percent originating from desktop devices. Specifically, smartphone internet usage in June 2013 totaled 44 percent of retail Internet minutes, up from 17 percent in June 2010; and tablet internet usage accounted for 11 percent of total minutes on retail sites.

During Q2 2013, m-commerce dollars totaled \$4.7 billion or 8.6 percent of total U.S. e-commerce dollars that quarter. Additionally, between Q2 2012 and Q2 2013, m-commerce grew 24 percent, compared to 16 percent growth in e-commerce as a whole.

"Since U.S. consumers now spend more than half of their time on retailers' websites using their smartphones and tablets, mobile can't be viewed simply as an ancillary device or action, it now epitomizes how consumers think and act when they interact with retailers," said Shop.org Executive Director Vicki Cantrell. "Retailers have to continue to invest to make sure they get their mobile offerings right, or will increasingly risk alienating customers and leaving significant money on the table."

When it comes to popular mobile content categories, retail was one of the fastest-growing areas among consumers. From June 2012 to June 2013, retail grew 49 percent as a content category on smartphones, only behind beauty and fashion, home and lifestyle, and instant messaging services.

The report found that online consumers use their smartphone and tablet devices for many shopping-related activities. As for in-store mobile activities, in Q2 this year nearly six in 10 (57%) of smartphone users visited the same company's site or app while in the store, compared to 43 percent who consulted another company's site or app. The top reason consumers consulted the retailer's or another company's website or app was to view price differences.

"Retailers have an immediate opportunity to proactively encourage shoppers to use in-store Wi-Fi and engage with the retailer's mobile-enabled websites and apps," said Peter Leech, Managing Director of The Partnering Group. "It's a big opportunity to capture those eyeballs before they seek an alternate source of product detail and pricing information on another retailer's mobile offering."

Among those smartphone users who went to the same retailer's site, 59 percent wanted to see if there was an online discount available. Similarly, among those who checked a different retailer's site, 92 percent wanted to see if they could get a better deal on price. Smartphone owners also used their devices while in the store to take a picture of a product (23%), text or call family or friends about a product (17%), and send a picture of a product to family and friends (17%).

Additional highlights from the

report that signal continued evolution in the marketplace:

- One-third (35%) of smartphone owners in Q2 2013 used their device to locate a store, one-quarter (24%) used it to find coupons and deals, and 19 percent used it to look up product availability.
- Among consumers who made a purchase online in Q2 2013, 69 percent of those purchases came from desktop devices,
- compared to 34 percent from tablets and 21 percent from smartphones.
- The average spend in Q2 2013 was higher on smartphones compared to tablets: shoppers spent an average of \$97 on smartphones, compared to \$76 on tablets.
- Nearly two-thirds of smartphone owners in Q2 2013 used a browser to research product features (64%), and more than

half used a browser to find a store location (59%) and to find coupons/deals (53%). Seven in 10 (72%) smartphone owners report using only apps to make shopping lists, as well as 46 percent who do so to view daily deals.

- Apparel and accessories (37%) and event tickets (25%) were among the top products that smartphone shoppers bought with their device during Q2 2013.

"Mobile is having a profound effect on how people engage with the retail experience today," said Lynée Alves, director of retail solutions at comScore. "Not only are consumers using their mobile devices to engage more with retail sites and apps, they are also beginning to transact on these devices in a meaningful way. The m-commerce revolution is building momentum, and retailers must adapt to this new landscape if they are to succeed in this emerging channel."



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6 Produce



Lipman Launches Ripe Bites Its Newest Grape Tomato Variety

Lipman, North America's largest open field tomato grower, has unveiled its newest grape tomato variety: Ripe Bites. This announcement follows the October launch of the Crimson Queen round tomato.

Ripe Bites were created by Lipman's research and development team, led by Mark Barineau, Ph.D., director of breeding. This variety – grown exclusively in Lipman's Naples, Fla.-based retractable-roof greenhouse – has a deep red color, high brix content and is available consistently throughout the Florida growing season.

"We began testing Ripe Bites in 2012, in both protected and open field conditions," said Barineau. "They fared better in protected agriculture conditions and the feedback was so overwhelmingly positive that we decided to dedicate the entire five-acre greenhouse to Ripe Bites production."

Ripe Bites' sugar content is so high that exposure to natural elements caused splitting, a problem eradicated under protected conditions. Lipman's greenhouse provides additional benefits, as well: less water and inputs are needed to ensure the health of the plant – which contributes to the company's focus on sustainability.

"There is a deep connection between R & D and sustainability," added Barineau.

"By creating varieties that produce greater yields and require less inputs, we are lessening our environmental impact. As growers, being sustainable is always a major advantage ... and a top priority."



Wonderful Halos Mandarin Launch

Recently introduced are Wonderful Halos mandarins, a palm-sized sweet, seedless and easy-to-peel fruit. Grown exclusively in California, Halos mandarins are filled with "pure goodness," are non-GMO and perfect for kids of all ages. Wonderful Halos are available in 3-pound bags (pictured attached and below), 5-pound bags and 5-pound boxes in the produce aisle of grocery, mass and club stores nationwide. Halos are grown by Paramount Citrus, America's largest citrus grower, and brought to you by the people who grow Wonderful Pistachios and POM Wonderful Pomegranates.

Portable Retail Scale, Easy to Use and Clean

A compact, low-cost price computing scale that is legal for trade and suitable for estimating, packaging, and point-of-sale applications is available from Alliance Scale, Inc. of Canton, Massachusetts.

The Alliance/OHAUS RA Series Retail Scale is a NTEP-approved 3,000d resolution (30 x 0.01lb.) unit with rugged ABS plastic construction and enclosed positive feedback keys with a key-pass beeper. Easy to operate, this portable retail scale provides a by-count price computing function with memory storage and has a removable stainless steel pan for cleaning.

Featuring large front and rear backlit LCD displays, the Alliance/OHAUS RA Series Retail Scale measures only 12.3" x 12.9" x 4.6" and operates up to 60 hours powered by 6 "D" batteries and includes a 120 V adapter. This retail scale is ideal for portioning and packaging fruits, vegetables, baked goods, coffee, tea, ice cream and other foodstuffs.

The Alliance/OHAUS RA Series Retail Scale sells for \$259.95.



Haiti Originale, LLC Launching Haitian Banana Program

Agri-Success, SA, a majority owned Haitian subsidiary of Florida-based Haiti Originale, LLC, has launched an intensive program to develop sustainable and globally competitive high-quality banana production in Haiti. Over the past 50 years, Haiti has lost its historical position in the banana industry, a position which this project seeks to reclaim.

During the next twelve months, rigorous analysis will be conducted in various regions of the country and a small-scale growing and packing operation will be created to determine banana production potential. The ultimate goal is to develop a large scale banana operation that will serve as a foundation for the sector and one that also supports independent growers. Banana production will target both the domestic and international markets.

Haiti Originale's par Haiti - pour Haiti (from Haiti - for Haiti) initiative is a concept designed to help Haiti grow again. Unlike many programs that inject funds and draw attention

to Haiti temporarily, then shift to other regions and causes, par Haiti - pour Haiti is intended to help Haiti grow itself again... and again. It is part badge of honor, part shield of quality, part billboard to the world and part infrastructure accelerator. On behalf of the people of Haiti, par Haiti - pour Haiti helps find new partners to drive new growth: of revenue, of products, of production, and of pride.

This banana project is the result of close collaboration and planning between Haiti Originale, the Haitian Ministry of Agriculture, Natural Resources and Rural Development (MARNDR), and the Inter-American Development Bank (IDB). Dole Food Company, Inc. has also acted as a technical adviser and provided agricultural consulting services to the project for more than a year. This program epitomizes the concept of Private-Public Partnerships (PPP) which will ultimately result in the reemergence of a vibrant private-sector industry in Haiti.

"Haiti is blessed with fertile soils

and hard-working people, the prerequisites for successful agribusiness ventures," said Michael Pereira, Chief Executive Officer of Haiti Originale.

"Through this collaborative process, we will demonstrate the potential of the country to compete at a level of quality and on a scale that will attract private investors, minimize current banana import levels in Haiti and create vitally needed export earnings. Given the potential in Haiti, we expect that this banana program will be the first of many and will serve as a model for other agricultural sectors."

"This is a new model for Haitian agriculture powered by the private sector," added Bruce Rothenberg, Haiti Originale's COO.

"We are proud to have been given the opportunity to provide technical assistance to Haiti Originale's par Haiti - pour Haiti banana project," said Dr. Jorge W. Gonzales, Senior Vice President Agricultural Research and Development for Dole Tropical Products Latin America Ltd.

Baloian Farms Introduces Innovative New Squash Product

Baloian Farms recently introduced a first of its kind, value-added new product in the fresh veg category featuring yellow and green squash with a seasoning packet included.

The new product is expected to drive a higher margin and new sales in the vegetable category year-round. Each individually wrapped tray will include 3 fresh whole squash, a mix of yellow and green, and a seasoning blend packet that was created specifically for this item. The consumer will have the option to choose between either Parmesan and Herb, and Garlic and Red Pepper flavors, which are each contained inside the wrapped tray along with the squash. The emphasis of this new product will be the simplicity and convenience of preparation for the consumer.

"Consumers will get to enjoy the benefit of fresh squash, along with great flavor options that are convenient and easy to prepare—making this product the perfect complement to any home-cooked meal, any time of the year," remarked



Jeremy Lane, sales director for Baloian Farms.

When developing this product, Baloian relied on research and focus group results to ensure a spot-on delivery of the item that consumers will love for both its taste and ease. When purchasing squash, research has found that the average consumer generally purchases 2-3 pieces and a mix

of both yellow and green at a given time.

The seasoning blends and cooking style were created to provide flexibility when preparing by reducing prep time and eliminating the guesswork for making a fresh and delicious dish. Feedback received from multiple focus groups showed an overwhelming number who enjoyed both flavors themselves, and remarked that their children would also like the taste and texture, and they would be likely to purchase when available in stores.

The product is available in an 8 count case and is expected to retail for about \$3.99.



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■ Jewel-Osco Celebrates

Grand Re-Opening of Eighteen Chicago Store Locations



■ A view of the spacious, attractive high-end liquor dept. at store #3052 in Frankfort, IL.

Jewel-Osco celebrated the completion of eighteen remodeled Chicago area stores with grand re-opening ceremonies at each store's respective location. The refreshed stores marked the occasion, December 10, with ribbon-cutting ceremonies at the following locations:

21164 S. La Grande Rd, Frankfort; 2501 W Schaumburg Rd, Schaumburg; 944 York Road, Elmhurst; 7342 W Foster Ave, Chicago; 1224 S Wabash, Chicago; 153 Schiller, Elmhurst; 370 N Des Plaines Ave, Chicago; 1300 S Milwaukee, Libertyville; 122 N Vaill, Arlington Heights; 440 E Rand Rd, Arlington Heights; 1485 Palatine Rd, Hoffman Estates; 4042 W Foster Ave, Chicago; 4734 N Cumberland, Chicago; 45

Plum Grove Road, Palatine; 423 E Dundee, Palatine; 3400 N Western, Chicago; 599 Roosevelt Rd, Glen Ellyn and 7525 W Lake St, River Forest, IL

Town officials and community members from each respective neighborhood as well as other Jewel-Osco executives and associates participated in the celebrations.

The newly-revamped stores were designed to offer customers a new experience in fresh products, including an expanded variety of the freshest produce and top-quality meat and seafood. The new formats also provide a comfortable shopping experience with a focus on delivering premium customer service.

"Jewel-Osco is committed to delivering a shopping experience



■ View from the front door upon entering store #3346 in Elmhurst, IL.



■ A view of the large seafood & meat department at store #3052 in Frankfort.



■ Another view of the produce department in store #3346 in Elmhurst.

that exceeds the expectations of all local customers," said Jewel-Osco President William Emmons. "These redesigned stores bring a reinvigorated look to our customers, while offering a fresh, new feel to their shopping experience. Jewel-Osco has invested millions of dollars in these stores to show our customers that Jewel-Osco is the number one grocery retailer in the Chicagoland area. Not only have we invested in the store itself, the remodels have also created hundreds of jobs within these stores. We look forward to continuing to provide our neighbors with fresh, quality products and outstanding service they expect from Jewel-Osco."

Virtually every department received fresh updates in the remodels. Equipped with new self-service salad bars, the Produce departments are destinations in and of themselves, with a variety of changes including new juice bars, expanded cut fruit sections, and freshly made guacamole. The Bakery departments are now equipped with new cases that offer several types of fruit tarts, truffles, Elf's cheesecakes, fudge fantasy brownies and a wide variety of other confectionary treats.

With expanded prepared hot and cold food sections, the Delis are equipped with carving stations and offer Dietz & Watson premium sandwiches and wraps made fresh every day. The refreshed Meat & Seafood departments include hand trimmed as well as natural and antibiotic-free chicken, fresh seafood that can be seasoned and steamed without an additional cost and a live lobster tanks.

To commemorate the occasion, Jewel-Osco made dona-

tions to two local organizations at each store. The company recognized local schools, food pantries, and other non-for-profit organizations with \$1000 donations, respectively.

The grand re-opening ceremonies are just the beginning of what's to come for the company. Jewel-Osco is still underway with remodels in stores across the Chicagoland area and transitioned their newly-acquired Dominick's locations in January.



■ Creative merchandising in the bakery at store #3406 in Libertyville, IL.

It All Adds Up

The Publisher Speaks...

By: **PEDRO PENTON**
TODAY'S GROCER Publisher
President, Técnica Business Systems



The payment card industry, along with its council and other related agencies, are becoming a more common household topic in the retailer's boardrooms. We are finding that more often than what we surely can tolerate, a major retailer is hit with a breach that creates uncertainty in the confidence of the consumer. The apparent fragility of the automation infrastructure, and more specifically the electronic transaction processing sector of the industry are exposed and have been penetrated by foreign attacks from organized crime syndicates that are creating havoc in an evolving industry that not only includes retailers at all levels but also other institutions.

This January, The Electronic Transactions Association (ETA), an international trade association representing companies who offer electronic transaction processing products and services, sent a letter updating Congress on the status and the health of payment systems to address the growing threat of cybercrime and data breaches.

The letter stressed the importance of collaboration among the payments and retail industries. The letter also reiterated the payments industry's support for a uniform, national standard for data breach notification, bringing clarity for companies that maintain data and consumers who may be harmed by criminal breaches.

The letter, addressed to congressional leaders, goes on to say, "Because some of the recent criminal breaches of retailer systems targeted payments data stored by retailers, on behalf of the Electronic Transactions Association (ETA) we are providing some important factual information regarding the safety and security of our nation's payments systems. ETA represents more than 500 of the nation's payments and technology companies. Payments companies are service providers to the nation's eight million merchants that accept electronic payments (credit and debit cards) for the sale of goods and services. American consumers prefer to pay electronically when

they shop, and so ETA member companies processed more than \$4.5 trillion in credit and debit card payments on behalf of merchants last year. These member companies are the financial engines that power merchants.

Americans are understandably concerned about the security of their personal information following recent disclosures of data breaches at major national retailers, including: Target, Neiman Marcus, and Michaels. Because the law enforcement investigation of those merchant breaches remains active, most industry participants have been admirably restrained in assigning premature responsibility for any failures that may have facilitated these attacks. And, even while the criminals are pursued, many industry segments are working constructively to address the growing threat of cybercrime and data breaches."

"The best and fastest way to protect the safety and security of consumer's financial data is to allow the marketplace to innovate, rather than add to heavy existing regulations from 20 federal agencies and 50 states; and for Congress to set a uniform national standard for reporting financial data security breaches", ETA CEO Jason Oxman stated.

The purpose of ETA is to influence, monitor and help shape the merchant acquiring industry by providing leadership through education, advocacy and the exchange of information. ETA's membership spans the breadth of the payments industry, from financial institutions to transaction processors to independent sales organizations (ISOs) to equipment suppliers.

Recently, Target and Neiman Marcus were victims of the "BlackPOS Malware" virus, causing a breach that left over 70 million customers with their

personal and financial information exposed. IntelCrawler a cyber intelligence company, revealed that the "BlackPOS Malware or Kaptoxa, was responsible for the attack on these retailers. IntelCrawler originally named a 17-year old Russian as the key suspect in the investigation, but has since backpedaled a bit stating that it could have been created in conjunction with others, and the malware was more than likely shared.

This kind of situation brings up the question as to what kind of solution or what should solution providers do to protect their retail clients from this type of scenario. Many companies that are involved in the role of providing retail solutions to merchants are talking about the need to implement solutions that take the credit card out of scope, including perhaps tokenization. In simple terms, if the Point-of-Sale System never touches the true credit card number, then the data can't be stolen.

Merchants need to be concerned, while the next generation of Point-of-Sales systems are already here (and continue to evolve) payments systems are supposed to be designed to protect consumers with zero liability and fraud prevention and detection tools.

There are many views with regards to the responsibility and the capability of accepting electronic forms of payment by means of Credit, Debit, EBT (Electronic Benefit Transfers), Gift Cards, Loyalty Cards and other Private Cards. When it relates to the automation infrastructure retailers that have the privilege to accept these forms of payments must invest in security. There is no denying the truth that an inevitable increased adoption of security that includes becoming aware is going to augment the costs associated with operating your place of business – not

having made the investment could however be detrimental.

Fines and Penalties are not unheard of and are possibly going to become more relevant on entities that have integrated Point-of-Sales Systems and are dealing with consumer personal and financial data – if you are unable to upgrade to electronic secure technologies, then you must consider having other forms of payments or payment systems.

Merchants play an important role in securing their points of access to payments infrastructure, and it is imperative that as a merchant you take significant steps to upgrade your existing Point of Sales Systems. No single technology can address all of the methods by which criminals attack merchant systems, and while the industry is deploying technologies, cyber-criminal organizations continue to evolve.

The migration to EMV (Europay - Mastercard and Visa), often referred to as "chip" cards or "smart" cards, is well under way in the U.S. A successful EMV migration assumes necessary upgrades by merchants and card issuers. The current timeline estimation is that EMV integration in the U.S. should be completed by October 1, 2015. There are issues that merchants still need to address for the transition to work; a number of the nation's merchants do not currently have PIN capability at the point-of-sale. Neiman Marcus, for example, announced recently that PINs were not compromised in its own data breach because its stores do not have PIN pads. It is also important to note the significant investment required and costs borne by smaller merchants in the EMV migration, and that as a result many merchants may not want PIN implementation. The Durbin Amendment, a law supported by merchants, requires all debit cards – including those with EMV capability – to route transactions to multiple competitive debit networks, a technical capability that the current EMV standard does not support. This issue must be addressed for successful EMV implementation. With regards to the recent Target breach – EMV cards would not have prevented the breach

(where consumer account information was not secured), as the criminal attack was on Target's in-house systems, not the payment cards.

Tokenization technology will eventually replace unencrypted payments data at the merchant premises with a "token" that can be transmitted securely without risk of exposing underlying card information. Such tokens could help secure online payments, addressing a source of fraud that cannot be prevented by EMV. Tokens can also be generated using mobile devices, and further innovations in mobile payments promise new, more robust and secure forms of payment technology.

End to end encryption is another form of security that is being adopted by the payment processing industry. A recent study conducted by PriceWaterhouse Coopers on behalf of the Payment Card Industry Security Standards Council, shows that end to end encryption and tokenization are the top choices for companies seeking to employ new emerging technologies to protect payment card and other critical data. A description of end-to-end encryption also defined by VISA as data field encryption is the continuous protection of the confidentiality and integrity of transmitted data by encrypting it at the origin and then decrypting at its destination.

In today's economy, merchants and small business owners are required to thoroughly evaluate operating costs. A secure automation infrastructure and a quality Point-of-Sales System is an area frequently overlooked. Evaluating and comparing the investment of state-of-the-art systems and integrated security solutions cannot be compromised. While becoming PCI-Compliant can seem impossible to follow for a small to mid-size business, at the very least extremely overwhelming – it is an investment that cannot be ignored.

A full page ad in the *Wall Street Journal* to apologize to millions of consumers is a lot more expensive than the cost of a cup of coffee a day to secure your Point-of-Sale Systems from possible "Cyber" criminals.

Get a Fresh Start on Health in 2014

Sports RD Offers Men Advice for Health and Fitness Success

On average, 48 percent of men who make a resolution for the New Year do not follow through on it. In partnership with the American Egg Board, Dave Ellis, registered dietitian and certified strength and conditioning specialist, provides his top-five tips for men who are ready to accept the challenge of becoming stronger and healthier in 2014.

MAKE FITNESS PERSONAL: Pave the way for success by balancing your exercise program with strength training and aerobic exercise. Find a good mix of activities that will stimulate different muscle groups and prevent boredom. If you tend to stick to free weights for strength training, push yourself to expand outside of your routine with something you love, and don't be afraid to try something new like suspension training, TRX, Kettlebell or Crossfit. Lastly, set fitness goals that are motivating to you, like finishing a 5K or participating in a triathlon. A little competition is not only fun, it goes a long way

to keep testosterone levels up, which is important for increasing energy and muscle mass.

POWER UP IN THE KITCHEN: Not all results start in the gym. Food plays a key role in achieving health goals. In fact, I tell my clients the formula for success is 80 percent about healthy eating and 20 percent about exercise. It's important to develop a daily meal pattern focused on the distribution of calories from protein for hard-working muscles.

Research shows that a protein-rich breakfast, like eggs, improves appetite control and leads to increased feelings of fullness, which can help maintain a healthy weight. High-quality protein foods also build and preserve muscles and aid in recovery. Don't ignore the importance of fruits, vegetables, nuts, seeds and carbohydrates for healthy immune and cognitive function. Not only can these foods help maintain health, they can also boost energy levels.

THE DOCTOR IS IN: You may hate going to the doctor's office, but the doctor is not your enemy. Use your doctor as a resource to set realistic and personal health-focused goals. The doctor will be able to track critical

blood markers like lipids, blood sugar, blood pressure and testosterone and identify health problems that are standing in the way of accomplishing goals and help put a strategy in place to overcome hurdles.

CONSUME LESS, GET MORE: While it's hard to resist pub food and cocktails, it's not doing your body any favors. Focus on consuming nutrient-dense foods, foods that are low in calories, but high in nutrients, which will give you the most benefits per calorie count. Identify a group of base foods that are nutrient-dense and easily modified for variety. Foods like salads, lean chicken breasts and eggs are all good places to start and they taste great, too, so you won't even miss those bar snacks.

CHILL OUT MAN: Find an outlet to help reduce stress. Exercise is a great vehicle for doing this, as it bumps up the production of endorphins, the brain's feel-good neurotransmitters. Exercise can also improve sleep, which is often disrupted by stress, depression and anxiety. And speaking of sleep, quality rest is essential for a healthy body because it sharpens mental faculties for the next day and allows sore muscles to recover.

Introducing New Advil Film Coated Tablets

Designed To Stop Pain Before It Gets Worse

Pfizer Consumer Healthcare, the maker of Advil, announced today its latest innovation in pain relief - fast acting Advil Film Coated tablets. This first-to-market formulation marks the debut of Advil Ion Core Technology in the United States. This new, fast-dissolving technology, along with a unique, specially formulated ultra-thin coating, is built for speed, going to work in minutes and stopping pain in its tracks before it gets worse.

When pain first strikes, people can't afford to wait for relief. The new fast acting Advil tablets feature a breakthrough, ultra-thin coating that dissolves quickly, exposing the new Advil Ion Core of ibuprofen sodium. Ibuprofen sodium is designed to dissolve fast and be absorbed into the body quickly thus providing fast pain relief when it's needed most -- before it escalates and gets in the way of people's lives. In fact, this new tablet provides the speed and power of a liquid filled capsule, in the more popular tablet form, and comes in a premium white box.

"Tough pain intensifies if not treated quickly," said Brian Groves, U.S. Chief Marketing Officer at Pfizer Consumer Healthcare. "Our new, fast acting Advil® tablets are designed to stop pain in its tracks, before it gets worse and interferes with the busy lives of our more

than 100 million Advil consumers."

For more than 25 years, millions of people have trusted Advil for relief of their aches and pains. Advil contains the powerful molecule ibuprofen, which is more effective and longer lasting on tough pain

than Extra Strength Tylenol.

No other OTC pain reliever is proven to work faster or stronger than Advil, and with the new, fast acting Advil tablets with the unique Advil Ion Core Technology, consumers can continue to depend

on Advil to give them fast, effective relief for their tough pain.

New, fast acting Advil film coated is now available in both tablet and caplet forms and is sold in 20-, 40-, and 80-count bottles in the premium white box.



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

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

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

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

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

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

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



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

Peter McMahon Named Shopko CEO



Retail Industry Veteran Peter McMahon has been selected as new Chief Executive Officer at Shopko.

McMahon joins Shopko with a distinguished international retail career that spans more than 30 years. Most recently McMahon served as the Chief Operating Officer at Loblaw's, Canada's largest food retailer with over \$30 billion in sales. As COO, Peter was responsible for Loblaw's Supply Chain, IT, HR, Labor Relations, Merchandising, Store Operations and Loss Prevention functions. Prior to his time at Loblaw's, McMahon held various senior level positions with some of the world's largest retailers, including Wal-Mart in Germany and Japan and Tesco in central Europe.

"We are fortunate to have such a successful and distinguished retail executive like Peter McMahon join the Shopko team," said T. Scott King, Senior Managing Director for Sun Capital Partners, Inc. "Peter is highly collaborative and has an outstanding track record of driving results and solving complex business problems. His extensive Supply Chain experience will be a tremendous asset as Shopko continues to grow its Shopko Home-town store format which serves smaller, rural markets. Peter will be an excellent addition to lead the already strong executive team at

Continued on PAGE 38



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10 Guest Editorials

10 Restaurant Marketing Trends and Predictions for the New Year



By: **Linda Duke**

HI-Q = High Quality, Quick Service is the name of the restaurant game today. More restaurant brands are figuring out that faster service and higher

quality means more sales. The restaurant landscape continues to evolve. Pressure from consumers who want food fast, inexpensive, tasty, healthy, local and convenient drives the change.

Over the past decade or more, one area of the restaurant industry has developed rapidly, Fast Casual. This segment combines better quality food more like casual dining than quick serve, by offering freshly made food with limited service. It has met the growing demand for faster service with fresher food. This segment has grown more rapidly than any other. The changes happening to society today with people having less time and discretionary income, there is even more pressure for faster and less expensive choices with better quality.

Also driving demand are the extra day parts created by the demand for snacking and smaller plates. People, especially millennials and tweens, eat less at each meal and eat more often. Again, consumers are eating more often, looking for less expensive meals with better quality and perhaps a health halo. They want an experience, something to share.

Because of these concerns, what is evolving is HI-Q, high quality fast food or quick-serve. Think along the lines of burrito and taco shops, sandwich and burger joints and some Asian restaurants. Instead of scoop and plop, it is freshly prepared, premium ingredients similar in quality to fast casual with the hallmark being the same service as fast food, order at the counter, pick up at the counter. These HI-Q operations tend to be edgy, quirky, have a slightly different look and/or feel than traditional eateries. There is a story, a following and a definite personality. Limited seating, lots of take out with food that is portable, snackable, easy to eat on the run. Value and flavor is a key ingredient, not price, even though the price falls below fast casual.

CPGG—Convenience, Petroleum, Gas and Grocery. Food service is now extending into the CPG channels with co-branding and in-store kiosks. Today, more and more convenience stores are inching in on the restaurant industry as a formidable competitor with more and more stocking grab and go food items as well as offering freshly made pizzas, sandwiches, and salads.

A food mart is typically part of a gas/petrol station which is usually located alongside a busy road, in an urban area, or near a railway or railroad station or other transport hub. In many countries, convenience stores have long shopping hours, including the United States with many open 24 hours.

Convenience stores sometimes charge higher prices than ordinary grocery stores or supermarkets, making up for it with convenience, and by serving more locations for more hours and shorter cashier lines. However, their prices approach some quick-serve and fast casual restaurant brands, and gas/petrol companies are taking notice by co-branding with numerous restaurant brands.

The Grocery Industry is taking its fair share of consumer's restaurant dollars away too. Fry's grocery store in Scottsdale, Arizona boasts a Hertz Car Rental Center, a One-hour Dry Cleaner, a Wine Bar and book store with café, and restaurateurs in the area have felt the pinch. Grocery stores have transformed their deli departments into mini-food courts by offering sushi rolled on the spot, hot pressed Panini sandwiches, and pizza ovens to make any custom entrée. Convenience and the experience is important and more and

more grocery aisles are starting to look like mini cafes.

This trend will continue with more opportunities for restaurant brands to partner with high traffic venues such as convenience stores, airports, train stations, travel plazas, entertainment centers, and military establishments.

MENUS. Will printed menus go the way of the doe-doe? With table top flat panels or handheld ordering devices, Guests will be able to help themselves to more information with the touch of a screen. Instead of asking a server, who may not know how much salt or what items have gluten in them, Guests can simply click the nutrition screen on the tablet and find out for themselves. Some restaurant marketers hope printed menus go away. Static menu boards that can only be reprinted when changes need to be made, are costly and don't offer the flexibility of digital. Digital menus make pricing changes much easier as well as having the flexibility to run promotions or video that changes is ideal. Guests are enticed by the dynamic screen with images and storytelling while waiting in line. The biggest bonus a digital screen entices purchasing behavior—it never forgets to up-sell a menu item!

Consumer culture is increasingly visual. The video lifestyle is upon us as devices create more occasions to consume, create visual content and express ourselves. Social media is the catalyst to taking and sharing photos, and Smartphones make it instantaneous and fun. Brands need to embrace the trend and be as visually compelling as possible.

BRANDED BRANDS. What do these brands have in common: Red Robin Burgers, McDonald's and California Pizza Kitchen? They're each selling their products through retail channels. McDonald's just announced it is going to sell its coffee in grocery stores; Red Robin's frozen burgers are now available alongside California Pizza Chicken's frozen pizza at a grocer near you. Many brands are bottling or packaging their items to get more awareness and generate other revenue streams for their products.

"Branded Brands" means you will get a pizza from Pizzeria Uno on an American Airlines flight. When you check into your Westin Hotel, expect the beauty products to come from premium brand Aveda. Le Meridien adds to its appeal with luxurious Hermes toiletries. And when dining out, don't be surprised to find Haagen-Dazs ice-cream on the menu of many upscale restaurants. It all points to consumers on the road increasingly wanting to find the brands they trust and enjoy at home.

Does it make financial sense? It is up to marketers to decide whether they represent a brand that should be branded, or own a brand that puts the 'branded' into others.

INTERNATIONAL GROWTH. Restaurateurs are increasingly looking for partners outside of the United States to develop their brand, and many are seeing solid growth in other continents. China and the Middle East have been welcoming to American brands, and are still ripe for more growth. With so much saturation of brands in the United States, looking outside of the U.S. is a good opportunity for brands with the ability to grow internationally. Finding the right partner to develop a brand in another country remains the challenge; however, those who have found solid partners are opening their outlets and gaining a foothold in the densely populated cities of other countries.

Even as restaurant companies continue to push their way into China and India in the next few years, several other markets — will beckon. Brazil will be a hot bed with the upcoming 2016 Summer Olympics.

Many restaurant chains are taking their game overseas into markets still booming for new brands. Here are a few names that you might recognize, that are out to repeat

domestic success in high-growth international markets:

McDonald's: the recognized leader of U.S. restaurant brand growth overseas, with golden arches appearing in 119 countries around the globe with locations at famous historic sites such as the Pantheon in Rome and The Great Pyramids in Egypt.

Subway Restaurants: recently global expansion hit the 900th international restaurant mark. Currently there are 903 Subway's in 73 countries outside the United States and Canada. From the first venture outside North America, in Bahrain in 1984, to its opening in the Netherlands in March 2000, the Subway franchise chain continues to look toward international development opportunities.

MARKETING NEWSROOM: STORY CREATION. Prospects, reporters and search engines will reward relevant, tailored content. How will you provide it consistently? Marketers know that almost everything is "content." It connects through digital, social, search and email channels. Creating content that is useful, interesting and relevant to your customers is imperative in today's digital world. When a restaurant marketer develops a promotion it involves a message and typically a call to action. That "message" is content and today "content" is KING! When meaningful content is developed for brands it must be thought of as "contagious content" since if possible, guests will post it, share it, comment on it and give it additional life. So today, Story Creation is important. Developing stories to tell Guests in-store and online, is just the beginning. The goal of your stories is to get your Guests to tell them in online communities and to their friends and family, and be recognized as contributors to your brand and co-creators of your stories.

On one side you've got a person. On the other side you have the thing they're passionate about—your brand. As a company, you can be the thing that connects the two: they're using your product to feed their passion. When creating stories that way, fans become part of the conversation.

It's also important to think beyond just words. Infographics, pictures and charts are very effective ways to drive traffic (and build links). Set up a system to send the right messages to the right audience at the right time, in the right sequence, so your communications are more relevant to your fans.

Today's storytelling is "Real-time marketing" with the speed of the Internet, and involves planning and preparation, as well as treating part of your marketing as a newsroom.

SNAPCHAT MARKETING. The words "Snapchat" and "Marketing" are usually not found in the same sentence, but this may very well change in the near future. If you are not familiar with Snapchat, it's the hot and trendy mobile application that sends out messages (text, photo or short video), called "snaps", that auto-destruct after a short moment of time, between 1 to 10 seconds depending on how the snap was set up. As of April 2013, its 5 million active users were uploading over 150 million photos per day! The mere fact that snaps get deleted from the server after their time limit explains why so many people are embracing this new app. Its ephemeral aspect contrasts with privacy issues that are plaguing other platforms, with a "spur of the moment" side that can become an opportunity for brands.

Yogurt company, 16 Handles is thought to be the first brand that conducted a promotion using Snapchat, earlier in 2013, and a few others have experimented since. The 16 Handles "Snappy New Year" campaign urged the company's Facebook fans to send a Snapchat photo, or "snap," of their frozen-yogurt purchase to the company's Snapchat account. Participants then received a coupon via Snapchat that was redeemed at the register.

With the recent launch of Snapchat Stories,

brand marketers now have an opportunity to ask customers to share their stories, or interact with them while in their store, hotel or destination, to increase engagement and share-of-wallet with in-store promotions. Snapchat marketing should be two words you'll soon learn to combine!

RETRO MARKETING. My top pick for a restaurant marketing trend in the coming years will be bringing back the good ol' promotions with a new twist. "Retro Marketing" or "Flash Back Branding," is about using nostalgia from the past to make a modern product attractive. Retro Marketing plays on nostalgia to evoke an emotional response from the consumer. This type of marketing uses everything from logos, images, songs and jingles, symbols, and even font type from past generations to bring us back. Just like the Great Gatsby and Bonnie and Clyde both were already great movies, but were updated for today with bright young stars that appeal to a new generation. This "Flash Back Branding" is a great example to follow. Many restaurateurs who have been in business for 20+ years are grappling with how to become "relevant" for tomorrow's guests, the Millennials.

An ongoing sense of anxiety means consumers are yearning for past times of authenticity and calm. This manifests itself in the view of the 1990s as the 'new 1950s' — when the world was last prosperous — as well as the desire for the products and entertainment of childhood.

Each new generation discovers something it wants to rediscover and reinvent from the previous generation. The fifties' revival began as early as the beginning of the 70s. The eighties' revival is going on now; the 90s cannot be far behind. Nostalgia has always had a positive influence on consumers, and Retro Marketing is the way!

EMERGENCE OF A MASTER DEVICE. Mobile technology is becoming an inseparable part of consumer's lives. We now use our Smartphones and tablets to research and find products and services, or to order and pay for them. In addition, people often share their purchases on social media websites and rate and review experiences and services. Rising mobile technologies will further help develop this experience.

As more consumers "Click and Go", ordering a product online and collecting their goods at a nearby location, this combination of physical and digital commerce will continue and expand. Restaurant marketers that cannot keep up with the demand for online ordering or mobile ordering will be left behind when their competition does.

As different products vie for popularity in the cramped consumer space - Smartphones, wearable tech, tablets, smart TVs - could 2014 see the emergence of the master device - the go-to platform that every consumer will want to use? If so, what does it mean for marketers? Consumer user design and search will come into play significantly next year, as companies seek to tailor their sites more effectively to meet customers' entry points. It has ramifications for content, too. Google's recent Hummingbird algorithm overhaul - designed to make search more human and responsive - suggests that mobile and voice search will become an increasingly important focus for marketers in 2014.

LINDA DUKE is chief executive officer of Duke Marketing, LLC, a California-based full service marketing firm specializing in multi-location and franchise organizations for more than 20 years. Ms. Duke has consulted Fortune 100 brands and many of the top restaurant companies in the United States and abroad, and is a nationally recognized marketing expert, educator and a published author, www.marketing-cookbook.com. She is a sought after speaker for restaurant industry events, franchise and client conferences. She holds bachelor degrees in both Advertising and Marketing and an executive master's degree in Integrated Marketing from Kellogg Graduate School of Management, Northwestern University.

Twenty-Three Tools to Build Your Brand



By: **John Graham**

Trashing branding has reached star status as critics dismiss it as passé in a digital environment. Who wants the "behind the times" label? It's interesting that those throwing the rocks at branding

come prepared with a ready replacement they want to sell us.

Because branding is how people experience a company and its products, don't fall for the idea that it's obsolete. Just remember that no company goes to greater pains to protect its brand's integrity than does Apple, now the number one brand in the world, according to the 2013 Interbrand survey.

"Every so often, a company changes our lives, not just with its products, but with its ethos," noted Interbrand CEO Jez Frampton in the company's report. "This is why... Interbrand has a new No. 1 -- Apple."

No task is more critical for companies, organizations and individuals than brand building. Here are 23 tools that can enhance a brand by giving it continuous care and protection.

1. Give everyone hospitality training. This is the place to start since most employees don't know how best to interact with customers. Hospitality training is mandatory for all employees of Portland, Oregon's Umpqua Bank and it has paid off as demonstrated by the bank's stellar performance.

2. Align with a charity. Create a long-term relationship with a charity that shares your values and makes it possible to leverage your company's resources — knowledge, skills, talent as well as monetary contributions.

3. Make marketing your mission. Business is all about attracting customers who

want to do business with you, a mission requiring a plan that's implemented consistently.

4. Give customers what they want. That's what T-Mobile's "Un-carrier" rebranding is all about, starting with dumping contracts, followed by the Jump! early upgrade program and then the signing of Shakira. The payoff has been huge with more than one million new customers, increased revenues and positive changes in public perception.

5. Respond quickly to a crisis. There's no

pause button; just ask Ford Motors. It refused to recall 421,000 2012 Escapes when stuck gas pedals caused accidents until the company was forced into doing it, causing reputation damage and falling Escape sales. Be ready because even a slight delay in responding to a crisis can be costly.

6. Research ruthlessly. Mistakes hurt and some can be fatal, so challenge your ideas, options and opportunities with research and testing to avoid falling into embarrassing and costly debacles.

7. Articulate your mission. Forget about puffy-fluffy (and meaningless mission statements). The famed industrial designer Niels Diffrient, who blended the technical and the aesthetic, had one goal: "Why would you design something if it didn't improve the human condition?" What an idea!

8. Understand your customers. Many say they know their customers and don't need any help. They're kidding themselves about other things, too. It takes a combination of having the right data and having the smarts to figure out what it means.

9. Picture customers correctly. Take a page from Target and Dunkin' Donuts, companies that view customers as "guests" who deserve to be treated that way.

10. Avoid erraticism. This prevalent disease eats away at business success by constantly jumping from one non-solution to the next, baffling and confusing both cus-

tomers and employees.

11. Make studied moves. Just because a competitor does it or it "sounds good" doesn't mean it's right for your company. Without adequate preparation or serious research, many companies jump into e-commerce, launch new products, make acquisitions, or expand, only to fail.

12. Admit mistakes fast. Too many businesses are living in the past when cover-ups were possible. Not so now — there's always a trail that leads to your door. Don't hope for the best; expect the worst and clear the air quickly.

13. Control enthusiasm. Enthusiasm is essential, but it can also dull cognitive skills, obscure roadblocks, and blind us to unnecessary risks that can lead to unwelcome outcomes.

14. Build a case for receiving industry and civic awards. Valid recognition is more than blowing your own horn; it helps in shaping how customers, employees and the public perceive a company.

15. Disallow excuses. Whether it's letting yourself, your work group, or your company off the hook by making excuses, customers, shareholders and the public get the message: you can't be counted on.

16. Be crisis conscious. Asking the question "What would happen if...?" is the most important component in making decisions. Failing to ask it is entertaining the possibility of making costly mistakes.

17. Segment your customer base. Heard it before? Of course, but only a small percentage of companies actually segment their customer database so they can tailor their marketing message to specific groups, and devote their efforts to those who produce the most revenue.

18. Be responsive. "They always get back to me quickly." Because they create a lasting impression, these are the most important words anyone can hear. Like nothing else, they send the message that

you care. How fast? Now — one hour or less. And there are no exceptions.

19. Educate customers. If customers aren't learning from you, they're vulnerable to competitor attack. Focus on emerging trends, dangers ahead, product use, reducing costs, and solving problems.

20. Think creativity. Nothing is worse than trying to eat when driving for fear of making a mess on our clothes. KFC solved the problem with its five-compartment Go Cups that fit in a cup holder and a menu of finger food.

21. Get rid of meetings without a strategic agenda. Meetings frustrate "goal-oriented high achievers," says meeting expert Larissa Barber of UNC, because they feel they are prevented from getting work done, while those who are more social and less self-structured like meetings "to catch up and talk with colleagues."

22. Get it right. Good enough is never good enough when it comes to the care and protection of a brand's integrity.

23. Give everyone brand training. Branding depends on consistent messaging and that takes training. What values does it represent? Why does it resonate with customers? What role do employees play in caring for our brand? How can they help enhance it?

Brand building is a tough job and one that never ends. As difficult as it is to create a solid brand, it can be easily damaged or even destroyed. It needs constant care. And, above all, it deserves tireless protection. It may never appear on a balance sheet as an asset, but its value is immeasurable.

JOHN GRAHAM of GrahamComm is a marketing and sales strategist-consultant and business writer. He publishes a free monthly eBulletin, "No Nonsense Marketing & Sales." Contact him at johnrg31@me.com, 617-774-9759 or johngraham.com.

Small Grocery CPGs Challenging Brand Goliaths



By: **Steve Cole**, CMO at Gladson

The ubiquity of communication channels, including social media and mobile, has put small CPG brands on the radar, because there are more sources where shoppers can find information about previously unknown brands. It's also enabled small CPG brands to increase engagement and establish relationships with shopper segments that are more likely to share an affinity for their brand.

While each small CPG company on its own does not pose a formidable threat to the CPG titans, the aggrega-

tion of these smaller companies is adding up to significant competition. While national legacy brands previously dominated the CPG industry, smaller CPG companies are snatching up larger chunks of market share. According to IRI, small and midsize CPG brands made nearly \$10 billion in sales over the last three years, money that normally would have gone to larger CPG brands.

Small CPGs are digital disruptors, experts at leveraging new media to place their brands at the forefront and stay current with shopper trends. How can large brands keep up?

■ **STAND OUT WITH CONSISTENT CONTENT** - Consistent, compelling and relevant content is imperative to a uniform and engaging brand identity. Today's shoppers spend more time researching products and engaging with their favorite brands, and small CPGs excel at presenting relevant and consistent content — an important strategy in an era of low brand loyalty.

■ **UNDERSTAND THE SHOPPER** - Brands need to know exactly to whom they are selling, but large brands can often reach many segments of shoppers. Identifying and

thoroughly understanding each market segment is a great foundation for larger brands to build on.

■ **PERSONALIZE ACROSS CHANNELS** - Once larger CPG brands understand who their shoppers are, they must personalize their messages to those segments. This is how small brands are competing with larger companies. Shoppers no longer accept mass messaging.

Big brands cannot rest on their laurels if they want to stay relevant. Evolving strategies around strong product content and personalization are vital in today's market.

Top 8 Ways Grocers Can Survive Plastic Bag Bans



By: **Pete Grande**

All over the country, plastic shopping bags are being outlawed in grocery stores and other retail outlets. Fees are being imposed on all shoppers who do not bring their own bags. Plastic is no longer an available option at the checkout counter except at stores that carry thicker, certifiable reusable plastic bags.

It's a steep adjustment period for shoppers when they hit the checkout line, so here are a few ways grocers can survive the switch away from t-shirt style plastic bags:

1. Have a plan on how to prepare your customer for this change. Post signs and counter toppers that provide your customer with a clear set of choices for their carry bags

options.

2. Know that initially most customers will not be happy. Many of your customers will be confused by this new policy and will want to know why.

3. Brief your staff on how to respond to customers. Create concise scripts so employees will know how to best respond.

4. When asked what is the 'best choice' be prepared to answer with confidence:

a. Paper or Plastic? At the cost of \$0.10 there are only two choices — one is single-use and one is reusable.

5. Have a strategy to encourage reuse and recycling. Showing your understanding and support for the ordinance will help put your cus-

tomers at ease.

6. Provide your customers fun strategies to remind them to bring in their bags. Encourage customers to keep bags in their car, by the front door or near your car keys as a good visual reminder to take them with them to your store.

7. Don't put meat or liquid in reusable woven or sewn bags. The reason, the pores in these bags hold bacteria easily. Generally, people don't wash woven bags, which is why they have been proven to spread the flu and other illnesses.

8. Encourage recycling of bags when they reach the end of their use. This will help create a closed-loop system similar to Europe where as much as 90 percent of all plastic is recycled and is not buried

in a landfill putting at the center of the solution as it well positions your brand.

Bag bans are intended to force shoppers to change some of their habits, which puts you and your business in the cross hairs of frustration. Using these tips will hopefully make life easier for you but especially your customer — by keeping in mind that not all bags are created equal. Being a part of the smarter solution benefits your business in goodwill and loyalty from your customers.

PETE GRANDE is CEO of Command Packaging and Encore Recycling, a new venture in Salinas, Calif., that will remove 100 million lbs. of Ag plastic from landfills annually to create bag ban compliant plastic bags.

United Supermarkets Cuts Ribbon on New Market Street Location in Flower Mound

Company's 12th Store Under Market Street Banner

A TODAY'S GROCER

Cover Feature Presentation

Leaders from United Supermarkets, LLC, and the Flower Mound community cut the ribbon, December 11, on the company's newest Market Street location, its 12th store bearing the Market Street banner, seven of which are in the Dallas-Fort Worth Metroplex.

Located at 3800 Long Prairie Road, the store is part of the "River Walk at Central Park" development at the northeast corner of Cross Timbers Road and Long Prairie Road. The 55,000 sq. ft. store opened for business following the ribbon-cutting ceremony, which featured the presentation of checks for \$10,000 each to Toys for Tots and Tarrant Area Food Bank.

The Flower Mound location is under the direction of general manager Shannon Nix, who previously spent five years managing a United location in Abilene and has been with the company for 18 years.

It is the second new store for the company in 2013. United opened a "next generation" Market Street location in Lubbock in early January and the Flower Mound store is similar to that one in layout and décor.

"This new store has a totally new look and feel from our other Dallas-Fort Worth stores," said Wes Jackson, chief merchandising officer for United Supermarkets, LLC. "The most significant difference is in the merchandise presentation. We've done a lot of things to create destination points throughout the store, so that guests will feel like they are moving from one department to another as they shop."

While other DFW Market Street locations have two entrances, the Flower Mound store has a single entrance and a separate exit, which bears a smaller canopy on the exterior. "The exit is near the check stands, and the intent is to encourage guests to enter one door and exit the other in order to enhance traffic flow," explained Tony Crumpton, executive vice president of facilities, fuel and supply for United Supermarkets, LLC.

Once inside, guests will immediately notice a dramatic change from other DFW Market Street locations – the "Texas Fresh" produce department is at the front of the store. "Guests will walk into 'fresh' the minute they enter the store – produce straight ahead and floral to the left," Jackson said. "The produce department will include literally hundreds of organic and locally grown fruits and vegetables, which our guests are asking for more and more."

Guests also will notice new shelf tags featuring "healthy attributes" that identify products in 10 different categories, such as low-sodium, heart-healthy, organic, and gluten-free, as well as the



UNITED SUPERMARKETS, LLC, open the company's newest Market Street location, December 11, in Flower Mound, TX – its 12th store bearing the Market Street banner, seven of which are in the Dallas-Fort Worth Metroplex.



RIBBON CUTTING – United Supermarkets, LLC executives cut the ribbon during the grand opening ceremony for the new Flower Mound Market Street store. Pictured (left to right) are: Lori Walker, President, Flower Mound Chamber of Commerce; Wes Jackson, Chief Merchandising Officer; SuzAnn Kirby, Chief Financial Officer; Kurt McMillan, Regional Vice President; Gantt Bumstead, Co-President; Chris St. Clair, Executive Vice President of Information and Logistics; Shannon Nix, General Manager; Robert Taylor, CEO; Sidney Hopper, Chief Operating Officer; Phil Pirkle, Executive VP of Talent Management; and Tony Crumpton, Executive VP of Facility, Fuel and Supply.



UNITED SUPERMARKETS EXECUTIVES and Flower Mound Mayor attend Market Street's ribbon cutting ceremony in Flower Mound. Pictured (left to right) are: Flower Mound Town Manager Jimmy Stathatos; Flower Mound Mayor Tom Hayden; United Supermarkets, LLC CEO Robert Taylor; Flower Mound Market Street General Manager Shannon Nix; and United Supermarkets, LLC Regional Vice President, Kurt McMillan.

company's "Dietitian's Top Pick" program. Shelf tags also will include the NuVal Nutritional Scoring System, which rates the nutritional value of foods throughout the store on a scale of 1 to 100. A recent study from the Harvard School of Public Health concluded that people who eat food with more favorable scores under the NuVal Nutritional Scoring System have a lower risk of chronic disease and have a better chance of living a longer, healthier life.

United was the first supermarket chain in Texas to adopt the NuVal system.

Other features for the health-conscious include "Heart-Healthy Shopping Guides" to assist with meal planning, an expanded line of health supplements and services, "Shop with Our Dietitian" store

tours, and an expanded selection of gluten-free products.

"The variety of organic, natural, specialty, body care and supplements that we offer in our Flower Mound store is the very best in our company," Jackson said. "Guests will see many products that you don't typically find in a supermarket."

The eating area to the right of the entrance will present a unique dining experience for guests, including indoor/outdoor seating for more than 275 guests, an outdoor children's playground, and a "Libations" bar offering beer and wine service by the glass.

Much of the exterior dining space is enclosable using collapsible, accordion-style windows and heating capabilities to allow for year-round outdoor seating.



■ CHECK PRESENTATION – Market Street presented \$10,000 checks to Tarrant Area Food Bank and Toys for Tots. Pictured (left to right) are: United Supermarkets, LLC Regional Vice President, Kurt McMillan; Staci Ray with the Tarrant Area Food Bank; United Supermarkets, LLC Community Relations Managers, Shelby Crews; Sgt. Joseph Otero, Marines; and Flower Mound Market Street General Manager Shannon Nix.

"We believe it will provide a dining experience that matches our restaurant-quality food offerings," said Kurt McMillan, regional vice president of United Supermarkets, LLC. "We hope the playground area will become another city park for the Flower Mound community – it is a truly unique, beautiful setting."

Other noticeable differences in the store are the result of requests from Market Street shoppers.

"This store will be a reflection of many of the things we have heard from our guests, in an effort to be a more complete one-stop-shopping experience," Jackson said. Among them are:

- A full-service butcher shop featuring Dry Aged USDA-Certified Angus Prime Beef.
- An expanded wine and beer selection, as well as an in-store wine steward.
- Expanded center-store destination offerings for pet and baby needs and seasonal selections.
- An expanded bulk foods depart-

ment, offering 225 food and 24 spice choices. Grinders will allow guests to make their own varieties of nut butters and other flavored spreads.

- An expanded area devoted to health, wellness and beauty care.
- Concierge services to help in wedding and party planning, catering orders, custom gift baskets and special requests.

Among the other features shoppers will also notice are:

- An expanded checkout area, featuring nine regular checkstands and four European-style express checkouts.
- A food service area that is easier to navigate, allowing guests to place their order and pay for it in one line without having to stand in another line.
- The new store will be an eco-friendly location as well, according to Crumpton.

"We've tried to minimize the impact on the beautiful environment

adjacent to the store to the east using the natural beauty to create a unique dining experience for our guests," he said.

"We've also made significant strides in our new stores to reduce our carbon footprint by using the latest high-efficiency HVAC (heating-ventilation-air conditioning) systems, maximizing use of LED (light-emitting diodes) lighting and high-efficiency fluorescents inside and outside the store, putting more dairy and deli cases behind doors to keep product fresher and reduce energy consumption to assure our company's commitment to conservation. This location is also the first to use CO₂ (carbon dioxide) and glycol as refrigerants in place of ozone-depleting Freon gas," Crumpton added.

"Guests should also notice 'light harvesting' – using natural sunshine through skylights in combination with dimmable lighting to reduce energy consumption."

Store hours are 6 a.m. to 10 p.m., seven days a week.



■ The expansive Bakery Department is sure to have shoppers' mouths watering!



■ Among the other features shoppers will also notice are an expanded checkout area, featuring nine regular checkstands and four European-style express checkouts.



■ Once inside, guests will immediately notice a dramatic change from other DFW Market Street locations – the "Texas Fresh" produce department is at the front of the store.



■ A Texas-sized Deli Department!



■ TEXAS KITCHEN serves the finest meals in the Lone Star State, no matter the time of the day.



■ The new store features a full-service butcher shop highlighting Dry Aged USDA-Certified Angus Prime Beef.



■ 'They're not making art – they're making Sushi!'

14 On the Promotional front

1,000-Pound

Butter Sculpture Commemorates 60 Years of Milkshakes

A sculpture made from nearly 1,000 pounds of butter was unveiled, January 2, at the Pennsylvania Farm Show, celebrating the 60th anniversary of the show's iconic milkshake served by the Pennsylvania Dairyman's Association.

The sculpture, sponsored by Mid-Atlantic Dairy Association and Pennsylvania Dairy Promotion Program, takes its cue from the number one song in 1954, "Shake, Rattle and Roll" and features a family enjoying a delicious milkshake while watching a cow couple "shake."

Agriculture Secretary George Greig unveiled the sculpture along with Berks County dairy farmer and president of the Pennsylvania Dairyman's Association Lolly Leshner, Pennsylvania Dairyman's Association Executive Director Dave Smith, Pennsylvania State Dairy Princess Lu-Anne Antisdell and sculptor Jim Victor.

"For 60 years, milkshakes have been part of the Farm



Show tradition of celebrating Pennsylvania agriculture," said Greig. "What may seem like just a great drink in a plastic cup is a lot more - it's a representation of the state's 7,200 dairy farm families who grow Pennsylvania by driving the economy, creating jobs and supplying quality products to consumers."

Crafted by Jim Victor of Conshohocken, Montgomery County, the butter sculpture creation be-

gins in mid-December and is finished in time for the Farm Show. Victor also creates sculptures using chocolate and cheese.

At the close of the show, the butter, donated by Land O' Lakes in Carlisle, Cumberland County, was given to a Juniata County dairy farm. The butter will be put through a digester and converted to about 65 kilowatt hours of electricity to help operate the farm.



Wild Planet Gives a New Look to Its Value-Priced Tuna Brand

Wild Planet Foods has given Sustainable Seas, its brand of value-priced tuna packed in water, a new look and feel. A circle logo formed by two waves represents the brand's commitment to the earth and our environment and bold, natural colors showcase each product offering.

Sustainable Seas Solid Albacore (priced at \$2.99) and Solid Light Tuna (priced at \$2.49) are uniquely positioned at a lower retail price point than other conventionally packed brands in the natural tuna category, and the fish are individually caught using 100% pole and troll fishing methods. When sourcing the tuna, the health of the marine eco-system is top priority for Sustainable Seas.

In addition to the brand's sustainable fishing efforts, the nutritional value can also swim laps around the competition. Sustainable Seas Albacore averages 760mg Omega 3 per can - including 513mg DHA/143mg EPA, while the Solid Light Tuna averages 333mg Omega 3 per can - including 238mg DHA/38mg EPA. Purity of ingredients is also a hallmark of Sustainable Seas. This tuna contains no hydrolyzed vegetable protein, soy or pyrophosphates, which are all common additives in canned tuna.

"Designed for the price-conscious consumer who is interested in protecting our fish population and the environment, Sustainable Seas combines affordability with sustainability," shared Wild Planet Foods Founder Bill Carvalho. "We think sustainable choices should be accessible to everyone."

Available in both salted and no salt added varieties, the new Sustainable Seas products feature a non-GMO message on the lid label and the assurance that no BPA is used in the can linings. Sustainable Seas Albacore and Solid Light Tuna are sold in conventional supermarkets and natural food markets nationwide, and carry an SRP of \$2.99 - \$3.49 for the albacore and \$2.49 - \$2.99 for the light tuna. A new Yellowfin Tuna is being introduced to the lineup as well.

BeBevCo Announces Partnership With Food City

NASCAR Sponsorships Includes KOMA Unwind Drinks and Shots to Tri-State Area

Bebida Beverage Company has signed a partnership agreement with the Virginia-based supermarket chain, Food City (K-VA-T Food Stores).

The partnership includes KOMA Unwind Relaxation drinks and shots to be carried by 105 grocery and convenience stores in Kentucky, Virginia and Tennessee. This agreement was the result of KOMA Unwind friends involved in NASCAR. Food City is very community-oriented and involved in local efforts and has partners with farmers in Southwest Virginia and Northeast Tennessee which bring local produce to its customers while helping local farmers.

The Food City name has also become synonymous with NASCAR racing in the area with its sponsorship of two of the sport's most popular races, the Food City 500 and Food City 250 at the Bristol (TN) Motor Speedway. As the second longest running sponsor in NASCAR, Food City has also contributed over half a million dollars to local organizations through its annual Family Race Night events.

Going into its third season, KOMA Unwind has been

the title sponsor of Chris Lafferty's Motorsports TV. Lafferty, also a NASCAR CampingWorld Truck Series driver has a good relationship with Food City and thus played a strategic role in helping unite the partnership.

"I'm very thankful to Chris (Lafferty) for helping solidify our new relationship with Food City," said BeBevCo CEO Brian Weber. "Our KOMA Unwind racing program has opened so many doors, it just proves how valuable our relationships with the teams and drivers truly is."

Weber added, "Food City, which covers the region from Knoxville up the Appalachian Trail, and BeBevCo now have a partnership we have been working diligently on for a number of months. This distribution agreement alone gives us a strong

return on our investment with regards to Motorsports sponsorships and a fantastic increase to our revenues. Food City and many of our other distributors are impressed with our massive sampling campaigns. There is no better way to market a beverage product, than to have the public actually see and taste it."

Weber concluded, "It is incredibly rewarding when we hit a new market and the flurry of new KOMA Unwind lovers' emails arrive, thanking us for such an amazing product and how it helps them deal with their sleep and / or their stress issues."

BeBevCo

Bebida Beverage Company

What Do Roller Coasters and Syrup Have in Common?



Based on market research, roller coasters and syrup have more in common than you might think. Mrs. Butterworth's syrup brand found that over one-third of their target demographic frequent theme parks. Known for bringing fun to the breakfast table, the brand is stepping out of the kitchen and bringing real-life thrills to its customers with a Busch Gardens partnership.

Through an extensive data gathering process, the brand found that more than one in three Mrs. Butterworth's consumers are likely to visit a theme park. This is the first of this type of endeavor for the brand, having had success by offering limited-edition collectible bottle designs to attract new consumer and shorten the syrup purchase cycle. The idea was hatched when experts predicted theme park revenue would climb to \$13.4 billion by the end of 2013.

The Family Fun Sweet-stakes will be hosted on Mrs. Butterworth's Facebook page and through April 2014, syrup and theme park fans have a chance to win a two-day, three-night VIP pass for four to a Busch Gardens location. The prize package includes air travel, hotel, theme park admission and VIP special experiences. In addition to the trip, starting in January, Mrs. Butterworth's will showcase special Busch Gardens-themed wraps on its iconic bottles.

Emmi Roth USA Wins Honors

Emmi Roth USA received awards for its GranQueso Double Aged and Roth's Private Reserve cheeses at this year's Global Cheese Awards, held September 12, at the Frome Agricultural & Cheese Show in Frome, England. Since January, the company has been recognized with 22 award wins in both international and domestic competitions.

Roth GranQueso Double Aged cheese secured a silver award in the Overseas Cheeses category, which consisted of cheeses from non-European countries. Aged for more than two years, this Roth original cheese has a crumbly texture and features a dense flavor with sweet undertones. This award is the sixth win for GranQueso this year, making it Emmi Roth's most awarded cheese in 2013.

Roth's Private Reserve, a traditional Alpine-style



cheese crafted from the freshest local Wisconsin milk, took home a bronze medal in the Continental Hard

Cheese category. Crafted in traditional copper vats and cured by Roth cellar masters, Roth's Private Reserve reflects the distinct terroir of America's Dairyland in southern Wisconsin.

"We are honored to receive international recognition for our products," said Steve Millard, president and CEO of Emmi Roth USA. "Emmi Roth cheesemakers and cellar masters are a dedicated team who continue to craft and cure exceptional cheeses. Awards like these showcase their hard work and commitment to excellence."

Since 2011, the Global Cheese Awards have brought together cheesemakers from across the world to compete for various titles of distinction. This year, 1,050 entries competed in more than 67 different entry categories.



■ **COOKING CHANNEL CELEBRITY CHEF Ingrid Hoffman gives a private cooking class to group of ShopRite of Greater Morristown customers.**

Shoprite of Greater Morristown Gets Customers Cooking

ShopRite of Greater Morristown, NJ, unveiled its Village Food Garden Culinary Center this month, offering home cooks and culinarians of all skill levels a chance to hone their talents in the kitchen while making new friends over delicious food.

"Cooking and seeing others enjoy a dish you have personally prepared is a wonderful way to bring people together," said Perry Blatt, Director of Community Relations at ShopRite of Greater Morristown. "Our hope is that the Village Food Garden Culinary Center becomes a community gathering place that enhances our customer's appreciation of food and cooking."

The Village Food Garden Culinary Center, located in the year-round patio and outfitted with a fully-equipped kitchen and demonstration area, offers interactive classes and workshops lead by certified executive chef Danny Arturo.

"I love sharing my passion for food and helping to make cooking even more enjoyable by teaching our customers time saving tips and tricks, and putting a modern twist to traditional favorites," said Chef Danny Arturo. "In addition to the scheduled classes, we can host a private cooking party or corporate team building event. The classes also make great holiday presents!"

■ Commemorates 100 Year Anniversary

Price's Fine Chocolates Introduces New Packaging and Product Introductions



Price's Fine Chocolates has announced the brand's newly updated packaging and expanded product line.

To commemorate the brand's 100 year anniversary, favorites including Annacairs, Pecan Brags, White Pretzels, Milk Pretzels and Assorted Chocolates have been modernized with a sophisticated new package design and attractive product images. Retail buyers and members of the media in attendance will want to put booth #2441 on their agenda to check out the updated pack-

aging and taste the delicious product releases.

The legacy of Price's Fine Chocolates was the dream of Charles H. Price, who founded the company in 1913 and over the next several decades built a tremendous reputation for crafting quality chocolates throughout the United States. Sweet Shop USA acquired Price's Fine Chocolates in August of 2000 and held fast the commitment to the Price legacy of providing the highest quality chocolates at a reasonable price.

Made of all-natural, 100% real Chocolate, Price's Fine Chocolates are Kosher Certified and handcrafted in small batches to ensure the highest quality possible. Standouts include Annacairs, sweet vanilla cream centers rolled in pecans and dipped in milk or dark chocolate (18 pieces \$36.00), Pecan Brags, milk chocolate caramel pecan clusters (24 pieces \$36.00), and the latest introductions including Milk Pretzels, milk and chocolate covered pretzels (24 pieces), White Pretzels, white chocolate covered pretzels (24 pieces) and Assorted Chocolates, assorted milk, white and dark chocolates (24 pieces).

"We are excited to be debuting our new updated packaging and new product introductions at the Fancy Food Show this summer," said Michael Moss, President of Sweet Shop USA, parent company of Price's Fine Chocolates. "With the brand's 100 year anniversary, we wanted to provide our customers with a new level of sophisticated packaging and some great new products to further the legacy of the Price's Fine Chocolates brand."

Red Gold Summer Grillin' Party Winner Awarded Grilling Package

August was the month to get grill parties going as more than 120,000 people participated in the Red Gold Summer Grillin' Party. This 5-week Facebook promotion awarded over 5,000 participants with Red Gold Aprons and introduced a tasty menu of Red Gold Grillers (tomato burgers). To cap off the promotion, Red Gold and its promotion partner The Big Green Egg Company announced that Andrea Vickers of Rock Falls, IL is the lucky grand prize winner. She won a Large Big Green Egg Grill Grilling Package provided by O'Donnell Ace Hardware in Clinton, IA, valued at \$1,100. Mrs. Vickers and her family, including two children, were excited to receive the Large Big Green Egg Grill. When asked about how she heard about the contest, Mrs. Vickers replied, "I heard about the Red Gold Grilling Party through Facebook. I know the brand because both my mom and I cook with Red Gold tomatoes."

The Summer Grillin' Party offered an opportunity for consumers to get excited about



■ **Red Gold and its promotion partner The Big Green Egg Company have named Andrea Vickers of Rock Falls, IL the lucky grand prize winner.**

grilling with Red Gold Tomatoes. Red Gold introduced a new way to use flavored tomatoes to bring a flavorful, healthy twist to traditional burgers.

"The Summer Grillin' Party allowed Red Gold to introduce nutritional burgers that are both easy to make and add a lot of flavor to a traditional burger. Overall, Red Gold's Grillers makes summertime a bit more fun!" said Jorge

Cardenas, Brand Manager, Red Gold Tomatoes. "Our family loves grilling during the summer -- the fresh air and time with family, enjoying great food together, makes the experience a real treat," said Colt Reichart, New Media Manager, Red Gold Tomatoes. "We wanted to share that experience with our extended 'family' on Facebook, and have a Grillin' Party everyone could participate in."



■ **STANDING: Sara Jane Snell, ownership family member of United Supermarkets, LLC, and member of the Vernon College Foundation Board pictured with Angela Baka, from the United Supermarkets regional office in Wichita Falls; Shelby Crews, community relations manager for United Supermarkets, LLC. SITTING: Mark Yowell, regional vice president of United Supermarkets, LLC; Dr. Dusty R. Johnson, president of Vernon College.**

United Supermarkets Partners with Vernon College for Student Success Center

United Supermarkets, LLC recently announced the Vernon College building at the Century City Center in Wichita Falls will now be known as the United Supermarkets Student Success Center. Additionally, the company announced two new United Supermarkets scholarships. The announcement is the result of a \$150,000 gift from United to the Vernon College Foundation over the next five years.

The announcement came at a special ceremony and reception, October 21, at the Century City Center, located at 4105 Maplewood Ave. in Wichita Falls.

The first scholarship is designated to United Supermarkets team members and their dependents who are attending Vernon College. The second scholarship is the first endowed dual-credit scholarship for area high school students. During the spring

2013 semester, 554 high school students were taking classes at Vernon College either online or in the classroom.

"We are delighted to be able to solidify our partnership with Vernon College with this gift for the Student Success Center and new scholarship programs," said Mark Yowell, regional vice president of United Supermarkets, LLC. "The Vernon and Wichita Falls communities have been an important part of our company for more than 67 years now. We see this gift as an opportunity to acknowledge the support our guests have provided us for almost seven decades, while at the same time supporting one of this community's most important institutions."

Throughout Vernon College's history, United Supermarkets has been a member of the Vernon College family and a strong

educational partner. Past gifts from the company have provided scholarships, scoreboards for King Physical Education Center and support to the Vernon College Foundation General Fund.

"Vernon College is very pleased that the first name on our building at the Century City Center in Wichita Falls is United Supermarkets," said Dr. Dusty Johnston, Vernon College president. "It is exciting to have them as a partner for educational opportunity. The United Supermarkets Student Success Center inside the northwest entry way houses a one-stop shop to assist students. Admissions, Counseling, Advising, Financial Aid, Testing, Library, Business Office, and the Pass Center are conveniently accessible to students to assist them in meeting their educational goals."

Publix Debuts New Prototype Store with Cooking School

Located at The Marketplace at Dr. Phillips in Orlando



A TODAY'S GROCER Special Report

Publix Super Markets, Inc. debuted its newest prototype store at Dr. Phillips on December 19. The 59,913 sq. ft. Publix located at 7524 Dr. Phillips Blvd. in The Marketplace at Dr. Phillips offers customers a culinary experience with savory entrees, side dishes and traditional deli items that will satisfy the taste palates of every customer. The store features conventional items combined with an abundant selection of earth-friendly, all-natural and organic products. The location also has an Aprons Cooking School.

"Customers continue to look for convenience and value during their shopping experiences," Dwayne Stevens, media and community relations manager for Publix told TODAY'S GROCER. "Our new prototype will provide our customers with the brands they know and trust, including Publix private label items, along with an expanded selection of all-natural and organic products, and enhance the overall experience, with the dining selections that will help them save time and money."

Store #1439 is managed by Charles Gainer. Assisting Gainer are members of his key management team including: ASST STORE MANAGER – Dean Adams; GRO-

CERY MANAGER – Keith Carpenter; CUSTOMER SERVICE MANAGER – Tatiana Malcolm; BAKERY MANAGER – Mark Coniff; DELI MANAGER – Michael Tesselone; MEAT MANAGER – John Anton; PRODUCE MANAGER – Mark Boggs; and PHARMACY MANAGER – Howard Liu, RPh. and PHARMACIST – Kimberly Nguyen, RPh. Divisional Supervision responsible for the new store includes: DIVISIONAL VICE PRESIDENT – Scott Brubaker; REGIONAL DIRECTOR – Sam Pero; DISTRICT MANAGER – Jim Sexton; and PHARMACY SUPERVISOR – Stan Rouse.

Highlights of the store include: APRON'S COOKING SCHOOL offers a variety of classes that are entertaining and informative for beginners or experienced cooks



■ This FULL-SERVICE MEAT DEPARTMENT case stocks a variety of fresh meats, including a selection of those that are antibiotic or hormone free.

wanting to expand their repertoire. Renowned chefs, authors, cooking celebrities, Aprons cooking schools chefs and restaurant chefs make the culinary arts accessible and fun. Menus for classes will range from traditional American cuisine to more regional and exotic fare. Hands-on classes allow for group participation in preparing the menu, while demonstration classes allow participants to sit back and watch the experts.

THE DELI DEPARTMENT includes a full-service deli counter highlighting Boar's Head meats and cheeses, as well as handcrafted old world delicacies, cured sausages, sopresatta and aged prosciutto. The deli also offers an international selection of olives, antipastos and hummus and include more than 200 varieties of artisan cheeses from the United States and around the world. A certified cheese specialist staffs this full-service area to assist with selecting and pairing cheeses with other foods and beverages.

There is an improved beverage center which features a Coke "Freestyle" machine allowing customers to purchase customized Coke products. Self-service tea bubblers will offer Publix's popular sweet and unsweetened teas by the cup, and a rotational limited-time-offer tea.

The store has a large selection of freshly prepared foods created in-house daily. Customers will be able to choose from a wide variety of chef-inspired appetizers, entrees and side dishes. Specialties include Cedar Plank Salmon, Twice Baked Potatoes and Grilled Asparagus with Vinaigrette and Bleu Cheese.

A soup bar offers four gourmet soups daily and a Pacific Wok features Pan Asian favorites like Mongolian Beef, Sweet & Sour Chicken, Vegetable Lo-Mein and more. Sushi is made fresh daily.

Customers can visit the Café conveniently located at the front of the store. It features popular favorites such as coffees, espressos, lattes, teas, gelato, gelato smoothies and assorted pastries. There is a seating area inviting customers to sit, relax and enjoy one of the many selections featured. Free Wi-Fi service is available throughout the store.

THE PRODUCE DEPARTMENT carries both organic and conventionally grown fruits and vegetables, including a selection of exotic choices from around the world and the locally grown season's best.



■ PUBLIX SUPER MARKETS debuted its newest prototype store at Dr. Phillips on December 19. The 59,913 sq. ft. Publix located at 7524 Dr. Phillips Blvd. in The Marketplace at Dr. Phillips offers customers a culinary experience with savory entrees, side dishes and traditional deli items that will satisfy the taste palates of every customer.

The full-service floral department offers everything from the classic elegance of a dozen roses to bouquets bursting with fresh blooms to pots of lushly colored flowers. A floral specialist is available to create memorable arrangements for that special occasion.

THE BAKERY DEPARTMENT offers a mouth-watering array of cakes, cookies and pies as well as an assortment of chocolate-dipped items. In addition to traditional breads and rolls, an expanded selection of shicaccia and flatbreads are offered. Customers can find a selection of bakery items made with all-natural ingredients, including mini desserts, muffin tops and cookies.

THE EVENT PLANNING CENTER is staffed to assist customers in planning every detail for any special occasion from tailgate parties to weddings and holiday gatherings. Event planners will ensure all items are pulled together for the gathering, including placing orders for cakes, platters, beverages and floral arrangements and making suggestions that will perfectly complement every themed event.

THE WINE DEPARTMENT offers an expanded variety of premium and specialty wines from the United States and around the world, along with a large selection of champagnes and sparkling wines. The selection also includes fine wines made with organic grapes. Wine specialists are available to assist customers in finding the

perfect wines to pair with their food selections.

APRON'S SIMPLE MEALS is a cooking demonstration station offering customers two recipes each week. Meals clerks conduct live cooking presentations in the built-in kitchen area where recipes are demonstrated on a daily basis. All of the ingredients for these recipes are found in the Apron's Simple Meals case located directly next to the kitchen. Also available is high-quality cookware to help customers have fun and save time in the kitchen.

A FULL-SERVICE MEAT DEPARTMENT allows customers to have their order cut any way they like and trimmed to perfection. The case stocks a variety of fresh meats, including a selection of those that are antibiotic or hormone free.

A FULL SERVICE SEAFOOD DEPARTMENT displays fresh seafood delivered throughout the week. It includes wild- and farm-raised varieties of fresh fish as well as an extensive variety of shellfish options, including lobster.

In addition to a FULL-SERVICE PHARMACY, a dedicated body care section offers customers a wide selection of natural and conventional vitamins, minerals and supplements. A body care specialist can assist customers with their selections. A HealthNotes kiosk will provide customers with information on health solutions, vitamins and supplements.



■ APRON'S COOKING SCHOOL offers a variety of classes that are entertaining and informative for beginners or experienced cooks wanting to expand their repertoire. Renowned chefs, authors, cooking celebrities, Aprons cooking schools chefs and restaurant chefs make the culinary arts accessible and fun.



■ THE DELI DEPARTMENT includes a large display of over 200 varieties of domestic and imported artisan cheeses.



■ THE PRODUCE DEPARTMENT carries both organic and conventionally grown fruits and vegetables, including a selection of exotic choices from around the world and the locally grown season's best.



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18 Strictly Natural



Bold New Look for Freeze-Dried Fruit Snacks

Crispy Green has introduced new packaging for its Crispy Fruit product line that "shows" it like it is. The Crispy Fruit slices still remain the same – crispy and fresh as always – it now the striking new graphics and brightly colored packaging better reflect the product and attracts customer attention. The packaging literally depicts what's inside – just fruit – nothing else added!

And, with "All Natural, No Sugar Added, Gluten Free" printed in the upper left-hand corner, once consumers are drawn in by the compelling package design, they will see that Crispy Fruit meets their requirements for healthy snacking. It's a win-win for all – the consumer, the retailer and Crispy Green!

Additionally, all Crispy Green products are 100% natural fruit and free from preservatives) including sulfites, fat, cholesterol and sodium. The snacks are also vegan-friendly, peanut-free and tree-nut-free, gluten-free and kosher-certified, and they have a long shelf life (36 months).

Bobo's Oat Bars Gear Up for Growth in New Year



Bobo's Oat Bars is on the rise, and that's outside the oven. This homegrown Boulder brand features a line of snack bars in 14 delicious flavors, including four gluten-free, all made

with organic and natural Non-GMO ingredients. The bars are ideal for a light breakfast, i.e. "a bowl of oatmeal to go," a pre-workout snack, in a lunch box or yoga bag, or a mid-afternoon treat. Bobo's has enjoyed an impressive annual growth rate of over 50 percent over the past three years, evolving from a home-based operation to national natural foods and specialty store distribution in ten years. Its sights are set on making a big push in 2014 to expand distribution to mainstream grocery stores, and more specialty and coffee shops, as well as foodservice outlets. Bobo's moves to a new 12,000 sq. ft. facility early in the new year, more than tripling the existing space. With the new manufacturing space, the company can enhance automation, production capabilities, and add new staff, further increasing potential for growth. The company plans to introduce new flavors and varieties in early 2014.

"Our growth has been phenomenal over the past few years, due in large part to more people asking for high-fiber, nutrient dense snacks and foods that taste great, the fact that we offer several gluten-free varieties, made with organic and non-GMO ingredients, and a lot of hard work!" says Beryl Stafford, founder and president of Bobo's Oat Bars. "The new space will open a lot of doors for us in terms of meeting growing consumer demand, and offering new flavors and varieties. We have great positioning in natural, and we'll continue to nurture that, but we are also ready to expand to mainstream grocery with many consumers who shop at supermarkets also interested in healthy, organic, and gluten-free and non-GMO options. We're very excited about what's to come."

Bobo's Oat Bars are available at select natural foods and specialty stores nationwide. The clear packaging allows for complete "transparency" for consumers, and each Bobo Oat Bar has a 6-month shelf life. The company just became Non-GMO Certified as well as Kosher Certified. Bars retail for approximately \$2.69 per 3-oz. package.

Santa Barbara Bar Debuts

An All Natural Raw, Gluten Free, Low Glycemic Nutrition Bar

It's time to raise the bar on snack, energy, and nutrition bars. According to Snack World's 'State of the Industry Report,' overall bar sales in the U.S. totaled \$2.83 billion in 2012, with the bar category growing at twice the rate of other snack foods over the last 10 years. The problem is that many of the supposedly "healthy" bars on the market today contain as much sugar as a candy bar, or even more, according to Huffington Post's recent "Unreal Eats" report. Others boast high levels of protein, but contain highly processed soy ingredients or other unpronounceable ingredients. Plus,



the bars that seem to be truly healthy usually leave much to be desired when it comes to taste. With the launch of the new Santa Barbara Bar, there is an option that includes great taste as well as healthy and nutritious ingredients.

Santa Barbara Bar, or SB Bar, is a raw, gluten-free nutrition bar packed with flavorful, nutrient-rich superfoods such as chia, pumpkin, sunflower and sesame seeds, almonds, cranberries, coconut, chocolate, and whey protein crisps. Each of the three decadent flavors - Coconut Almond, Peanut Chocolate Cherry and Cranberry White Chocolate - have no added soy protein or refined sugar. In fact, the naturally occurring sugar in Santa Barbara Bar totals less than half of the amount of sugar found in other major brands of bars, which can be up to 25 grams.

Available in three delicious flavors, each bar retails at the suggested retail price of \$1.99 - \$2.50 per 1.58 oz. bar and \$23.88 per box of 12 bars.



Just for Kids

Sprout Foods Debuts Line of Organic Snacks

Sprout Foods, which offers chef-inspired, wholesome and certified organic foods for children, has announced the launch of Sprout Smash Organic Kids Snack Pouches, its first-ever line of food for school-aged kids. These new, organic pureed snacks, ideal for kids pre-school through elementary school, come in easy-to-squeeze pouches and feature wholesome ingredients.

The Sprout Smash Organic Kids Snack Pouches - in nine tasty Vegetable & Fruit, Greek Yogurt & Superfruit, and Quinoa, Coconut & Fruit flavors - are nutritionally superior to the standard applesauce snacks offered on the market today. The Sprout Smash snacks are made with real vegetables, fruits and grains, are certified USDA organic, and deliver nutrition from whole foods, not artificial fortification. Each 4 oz. Sprout Smash snack provides about 20% more product than the pouch-snack competition and comes in a BPA-free, squeezable pouch with a re-sealable cap that makes them great for on-the-go kids.

The Sprout Smash Organic Kids Snack Pouches line-up includes:

- **VEGETABLE & FRUIT** flavors that are made from more vegetables than fruit and are nutritious, naturally sweet, and delicious (Butternut Squash & Grape, Pumpkin & Strawberry, Carrot & Orange);
- **GREEK YOGURT & SUPERFRUIT** flavors packed with protein from the non-fat Greek Yogurt and high-antioxidants from the fruit blends (Strawberry & Cherry, Acai & Raspberry, Blueberry & Blackcurrant); and
- **QUINOA, COCONUT & FRUIT** flavors made with nutritious quinoa and coconut milk for the perfect quick, light morning meal or tasty after-school or after-sports snack (Cherry & Apple, Peach & Banana, Banana & Berry).

The Sprout Smash Organic Kids Snack Pouches will be sold in the applesauce section.



Modern Oats Delivers Contemporary Taste and Style

It's super food, super fast, and it's bringing mod to mornings. Innovative Beverage Concepts Inc. has announced the launch of Modern Oats, an all-natural, gluten-free oatmeal option for today's discerning consumer. The convenient new grab-and-go oatmeal cups are packed with whole rolled oats and healthful blends of superfruits, nuts and seeds, while the packaging boasts a colorful, contemporary look that pops on the shelf.

Modern Oats are non-GMO certified and crafted with the most nutrient-rich, protein-rich, certified gluten-free whole rolled oats. The oats are naturally grown and harvested in small farms throughout North America's upper Midwest. The oats are also minimally processed and are the highest quality available on the market, which makes for a hearty grain texture in the bowl as opposed to a paste-like mush.

Once harvested, the oats are steamed and sized, then paired with a carefully selected blend of flavorful and antioxidant-rich superfruits, along with nuts and seeds rich in omega-3; the recipes are lightly sweetened with organic evaporated cane juice. Modern Oats is available in six gourmet flavors: Apple Walnut; 5 Berry; Goji Blueberry; Mango Blackberry; Chocolate Cherry, and Nuts & Seeds. All flavors are sodium and cholesterol-free and provide an excellent source of dietary fiber and protein.

Modern Oats are packaged in portable, recyclable 2.6-ounce cups and provide the ultimate in convenience. Just add hot water, wait three minutes, stir and enjoy! Modern Oats makes for a quick and healthy breakfast at home, while maneuvering the commute, hitting the course, hiking the trail, or getting in an energy-sustaining snack at the office. It is also vegan, Kosher - Parve and Halal certified to appeal to a variety of diets.

Canyon Cut Ridged Potato Chip Line Expands



Boulder Canyon Natural Foods has introduced two new varieties of its Canyon Cut line of kettle-cooked, ridged potato chips.

Avocado Oil Canyon Cut potato chips are cooked in 100 percent

avocado oil and are flavored with just a touch of sea salt. Olive Oil Canyon Cut chips are cooked in 100 percent olive oil and feature a tasty combination of sea salt and cracked pepper. The new Avocado Oil and Olive Oil varieties of Canyon Cut chips join the existing line that includes Totally Natural (original), Sour Cream & Chives and Honey Barbeque flavors. Both new varieties will be sold at a suggested retail price of \$2.99-3.29 per 5.25-ounce and six-ounce bags, respectively.

Avocado and olive oils are made up of monounsaturated fats that are generally considered healthier dietary options compared to oils with trans fats.

"The fastest growing variety of Boulder Canyon's regular kettle-cooked chips is Olive Oil so we're certain consumers will respond well to the canyon cut variety as well as the introduction of our first avocado oil chip," said Steve Sklar, senior vice president of marketing for Inventure Foods, Inc., the parent company of Boulder Canyon. "Dietary benefits aside, avocado and olive oils impart this unique, subtle flavor that set them apart from anything else in the potato chip aisle. And the crunch of these chips is out of this world."

Like all Boulder Canyon snacks, Avocado Oil Canyon Cut and Olive Oil Canyon Cut feature only natural ingredients and contain no trans fats, no cholesterol and no MSG. In addition, they are gluten free, Kosher certified and Non-GMO Project verified.



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IMPORT AND EXPORT

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Mrs. Green's Natural Market Opens its First Chicago Location

On Friday, November 15, one of the East Coast's leading organic grocers recently opened its first Midwest store in Chicago's vibrant Lincoln Park neighborhood. Mrs. Green's Natural Market (555 West Webster at the intersection of Lincoln and Webster) offers "clean" eating options for consumers seeking locally-sourced organic products including fresh produce, meats and dairy, artisanal baked goods, supplements and much more.

With two full-time registered dietitians on staff, Mrs. Green's mission is not only to sell exceptional organic and health-focused products, but to also educate and inspire its customers to eat and live well, which is apparent in every corner of the store. With aisles dedicated to a fabulous assortment of natural and organic products, shoppers can browse thousands of products from leading brands and also receive guidance from professionals trained to promote healthy eating by answering customer questions and supporting individuals' diet needs. Mrs. Green's also plans to host a series of free healthy eating events and classes throughout the year.

"In the past few years, clean eating has become a major focus in America and our products never have and never will contain pesticides or preservatives," says the company CEO Robin Michel. "We believe in providing the best produce and groceries possible at every turn, and we source with

local area producers and farmers whenever possible. We're thrilled to be bringing our healthy living message to Lincoln Park. From its staff's neighborly attitude to the company's absolute unwavering goal of being the best source for the freshest, organic produce around, Mrs. Green's intends to change the grocery landscape in Chicago."

The store also features grab-and-go food stations, featuring health-focused, delicious options for lunch and dinner, including Neapolitan pizzas, burgers, barbecue rotisserie, a salad bar featuring 100% organic produce, sushi, soups, burritos, fresh deli sandwiches and fish tacos made-to-order from the daily seafood selections. Shoppers also can purchase fresh squeezed juices, smoothies and coffee.

Mrs. Green's currently has 13 locations on the East Coast, but plans to expand throughout the Chicagoland area in 2014. As the company opens stores throughout Chicago, each store plans to become heavily involved in local charitable efforts and community programs. In the new Lincoln Park location, the store will feature artwork

This first Chicago location maintains store hours Monday – Sunday 6 a.m. – 10 p.m.

Mrs. Green's Natural Market is a subsidiary of Natural Markets Food Group (NMF), which is a privately owned business that consists of retail food stores and food service restaurants.



Temporary banner welcomes guest through the main entrance to Mrs. Green's Lincoln Park, Chicago store.



Guests begin to arrive at the VIP Grand Opening event on the evening of November 14th.



MRS. GREEN'S SVP of Operations, Shige Hatanaka (left), poses with 43rd Ward Chicago Alderman Michele Smith (middle), and Steve Koch (right), Deputy Mayor of City of Chicago.



The Salad Bar features only 100% Organic Produce.



Assistant Principal of Abraham Lincoln Elementary School, Cynthia Gerber (left) poses with 43rd Ward Chicago Alderman Michele Smith (right).



Kim Schif, President of Lincoln Park Chamber of Commerce, poses with Jim Nazzaro, Project Manager for Mrs. Green's Lincoln Park Store Opening.



■ A view of the spacious Produce Dept. area.



■ The Sandwich and Deli Station offers made-to-order selections.



■ MRS. GREEN'S new Lincoln Park location offers extensive variety of taste-tempting baked goods. Whenever possible, Mrs. Green's attempts to source locally-including produce and bakery.



■ Proceeds from the VIP Grand Opening silent auction were donated to local elementary school, Abraham Lincoln, to support their gardening club.



■ MRS. GREEN'S Seafood Dept. (pictured top and bottom) offers a wide assortment of fresh and packaged seafood.



■ Mrs. Green's offers made-to-order burgers featuring all-natural Black Angus beef. Grand Opening Guests had the opportunity to sample Mrs. Green's Black Angus burgers.



■ In-Store Registered Dietician, Kristen Johnson (middle) describes Mrs. Green's Homemade Pumpkin Lattes offered to guests at the VIP Grand Opening.



■ MRS. GREEN'S shoppers can purchase fresh-squeezed juices, smoothies and coffee at the beverage station.



■ Members of Lincoln Central Association pose for photos in between sampling food at VIP Grand Opening.



■ The new Lincoln Park store also features grab-and-go food stations, featuring health-focused, delicious options for lunch and dinner, including Neapolitan pizzas, burgers, barbeque rotisserie, a salad bar featuring 100% organic produce, sushi, soups, burritos, and fresh deli sandwiches.

22 Beverage

Red Rose Tea Debuts



Energy Teas with Enhanced Caffeine

Red Rose Tea announces Red Rose Energy Tea as its newest single-serve cup black tea. Red Rose Energy Tea is a naturally flavored black tea that provides coffee-like caffeine levels with a genuine tea taste. The blends are available in traditionally popular flavors, French Vanilla and Hazelnut.

"We realize that even the most dedicated tea drinkers sometimes turn to coffee in the morning because they need the caffeine, even though they prefer the taste of tea," said Tom Schuler, brand manager of Red Rose Tea. "With our Energy Teas, consumers can get 60 milligrams of caffeine versus the regular 40 milligrams per cup of tea to jump-start their mornings. Now they don't have to turn to coffee for the energy boost."

Red Rose Energy Teas combine two growing trends, single-serve cups and the need for an energy boost, to provide the anytime, pick-me-up tea. The teas will retail at approximately \$8.99 for a 12-count box of single-serve cups.

Rockin' Refuel Lean Builder



New Milk Launches for Low Calorie Muscle-Building

Rockin' Refuel by Shamrock Farms has expanded its product portfolio to include new Rockin' Refuel Lean Builder, a 150 calorie protein milk beverage designed specifically for people looking to build and tone lean muscle. Lean Builder is made with real milk for an excellent source of natural protein, and joins the popular Rockin' Refuel line of products designed for muscle development and post workout recovery.

Lean Builder provides 20 grams of high quality protein with only eight grams of carbs and six grams of sugar and is available in delicious chocolate and vanilla varieties. In addition, Lean Builder is lactose free and contains essential nutrients naturally found in milk, including calcium, vitamin D and potassium. It's an extension of Rockin' Refuel Muscle Builder product, which is packed with 30 grams of protein and only eight net carbs for athletes looking to add muscle mass.

"Our new Lean Builder product comes with even fewer calories for everyday active people looking to stay in shape and build lean muscle," said Blake Atkinson, Director of Brand Management for Shamrock Farms. "As one of the pioneers in protein fortified milk, Rockin' Refuel is constantly evaluating the needs of people who lead active lifestyles in order to create new products that are beneficial to achieving their physical goals."

"With the addition of Lean Builder, we have a well-rounded portfolio of the best tasting protein milk beverages for all types of people with active lifestyles," said Atkinson.

Lean Builder is available in 12 oz. bottles in the dairy section at stores nationwide.



Healthy Hydration Drinks

Anyone striving to live a healthy lifestyle devoted to nutrition understands the importance of hydration. NEO, a company committed to offering healthy and energetic beverages, has created organic products that are low in calories while rich in electrolytes, vitamins, and antioxidants. The fun drinks include SuperEnergy and SuperWater.

SuperEnergy is the industry's only USDA certified organic energy drink that features fair-trade ingredients. The drink is only 60 calories and contains no artificial ingredients or gluten. Suggested retail price is \$49.99 (16.9 oz. 24 pk.), \$56.99 (20 oz. 24 pk.) and \$47.99 (33.8 oz. 12 pk.).

SuperWater provides busy individuals with the health benefits of alkaline to reduce stress, electrolytes for faster hydration, and antioxidants for detoxification and cell protection benefits. The drink is produced with zero net carbon due to the company's reinvestment in green energy, recycled materials, and reforestation projects. Suggested retail price is \$59.99 (24 Pack)

What's in Your Energy Drink?

Why Your 'Pick-Me-Up' Drink Might Actually be Bringing You Down



Popular energy drinks like Red Bull and Monster Energy are favorites among students and busy professionals everywhere. However, recent studies found that energy drinks might actually be harmful to adolescents and young people because they contain an unregulated amount of caffeine and undisclosed ingredients.

Biviana Carrillo, CMO of Pit Bull Energy Brand says, "The problem with many of today's popular energy drinks is that they have a high amount of caffeine as well as other unregulated substances. At Pit Bull Energy, we've created an energy products line with healthy options."

Pit Bull Energy has been around for 13 years and is the only independently owned energy drink company in the United States. Their line of drinks contains healthy energy boosting ingredients, while promoting levels of energy consumers seek. The beverage is available in five unique flavors, including Pomegranate Blueberry and Cranberry Pink Grapefruit, and is void of the typical energy drink aftertaste to provide a truly enjoyable experience.

Carrillo explains, "Pit Bull Energy contains Vitamins B3, B5, B6, B12, and herbal extracts including guarana, panax ginseng, and taurine. Our drinks effective energy without a crash, guaranteed."

Mountain Dew Kickstart Doubles Lineup with New Flavors

Mountain Dew Kickstart took mornings by storm in 2013. Now, DEW Nation can get ready for the night with a pair of new refreshing and bold Mtn Dew Kickstart flavors developed for nighttime consumption.

Mtn Dew Kickstart Black Cherry and Mtn Dew Kickstart Limeade

fuse the great taste of Mountain Dew with five percent real fruit juice, plus electrolytes for taste. With only 80 calories per 16 oz. can and just the right amount of kick, Mtn Dew Kickstart is the ideal beverage to get you ready for whatever the night will bring.

"Mtn Dew Kickstart Black Cherry and Mtn Dew Kickstart Limeade give you just the right amount of Kick to get you ready for anything the night brings your way," said Greg Lyons, Vice President of Marketing at Mountain Dew. "Whether it's an epic road trip, a winner-take-all gaming tourney or a standing-room-only concert, Mtn Dew Kickstart packs 16 ounces of energizing refreshment so you and your buddies can start the night right."



Mayorga Leads the Way Into the Hispanic Market

Mayorga Coffee has announced the launch of Cafe Sabroso, a line that the company has developed to fill a gap in the Hispanic coffee market. As the "New Generation of Latin Coffees" the brand is characterized by a fresh approach to the Hispanic coffee segment, which is dominated by the all-too-familiar "brick-packs". In an effort to proudly represent its ethnic roots through Cafe Sabroso, Mayorga sources specialty grade, Arabica coffee that is Rainforest Alliance certified and roasted in small batches.

President and Founder Martin Mayorga says, "I am thrilled to be an authentic voice for the Hispanic consumer within an industry dominated by large conglomerates. We created Mayorga Coffee to represent coffee farmers and communities throughout Latin America. With Cafe Sabroso, we are representing the Hispanic consumer in the United States. This generation of Hispanic consumers is no longer interested in a low-end brick pack or overpriced, over-marketed brands. They want quality, sustainability, flavor depth, and value. This is what Cafe Sabroso offers."

In order to make this value brand accessible to everyone in the U.S. marketplace, the packaging is designed so that depending on how it faces the consumer, it can be read in both English and Spanish.

Cafe Sabroso is available as ground coffee in 12oz bags of Fuerte (dark roast), Suave (light roast), Decaf Fuerte (dark roast), and Dulce de Leche (light roast, flavored coffee) and can be found at retailers nation-wide this fall.

Mayorga's vision is to revolutionize inefficient and inequitable business and social models for the purpose of creating sustainable growth opportunities for coffee farmers and communities. Through its Farmer Friendly sourcing principles, Mayorga Coffee works directly with essential members of the supply chain and partners with those that also seek to protect our environment, improve our communities, and provide individuals with opportunities for growth.



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Distributors wanted.

Quirch Foods Opens Chicago Distribution Center

Quirch Foods, a Miami-based food distribution company, has announced the opening of a new distribution center located at 8424 West 47th Street, Suite 100, in Lyons, IL. This becomes the company's fifth distribution center in the U.S. including Puerto Rico. The focus of Quirch Foods, founded in 1967 and family-owned and operated for three generations, is servicing independent retailers across the U.S. and Puerto Rico. Quirch Foods also exports products to customers in the Caribbean, Central America and South America. In addition, it also services a smaller contingent of foodservice customers, including cruise lines and wholesalers.

"We are very excited about the opportunity to service and support the independent retailers and distributors throughout the Chicago area with our unique customer focused approach to the business," said Frank Grande, Vice President of Sales.

Established as a distributor and exporter of meats and seafood in South Florida and the Caribbean, Quirch Foods has since become one of the largest suppliers of



■ QUIRCH FOODS new Midwest home in Lyons, IL.

fresh and frozen foods in the United States and across the Americas and is ranked among the top 50 exporters in the U.S. Quirch has also established itself as one of the largest importers of seafood of its trade. Its customer base in-

cludes independent grocers, chain supermarkets, foodservice distributors, cruise lines, restaurants and food processors/manufacturers. With over 8,000 SKU's, the company has one of the most varied and extensive product lists of any

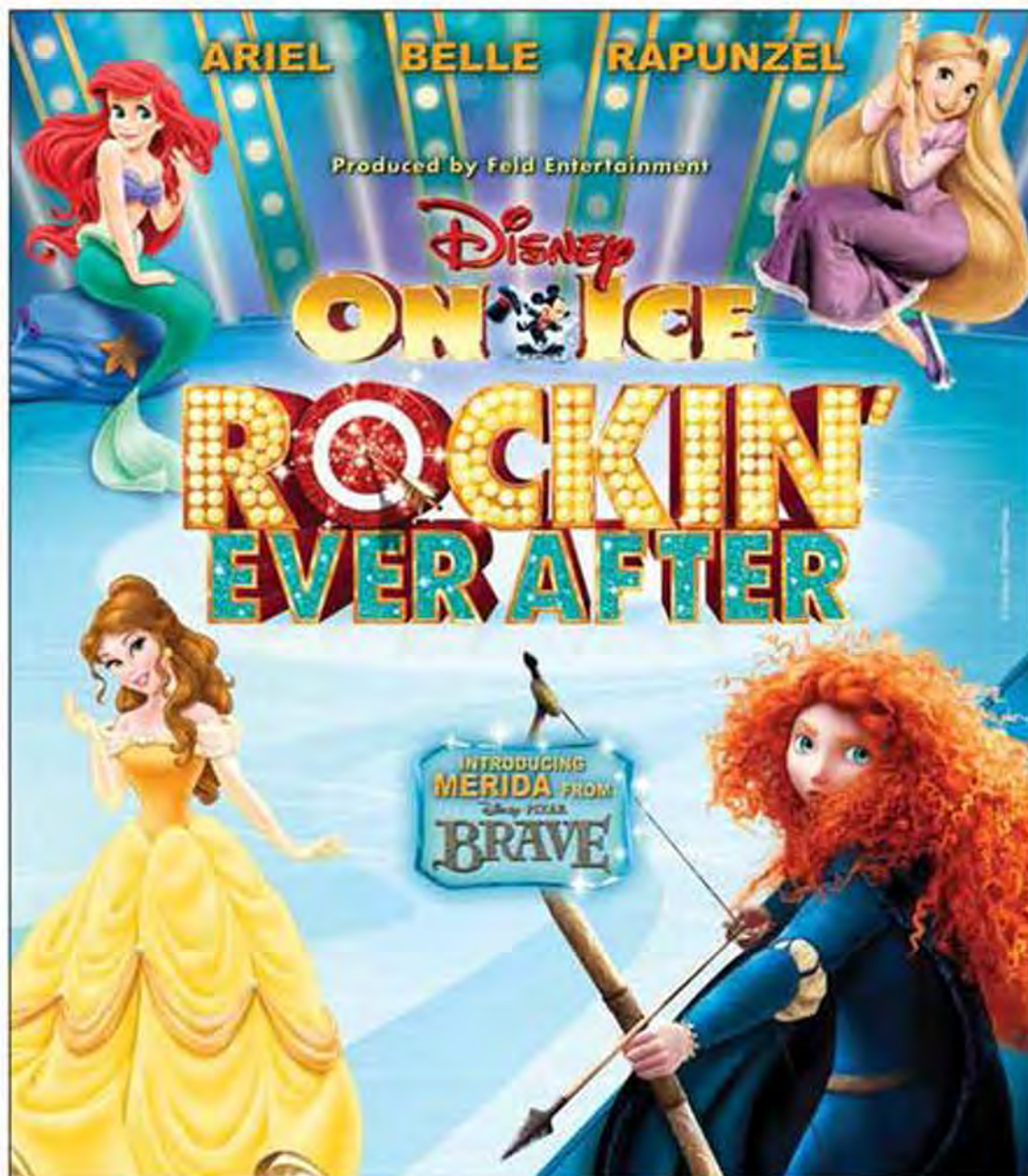


■ QUIRCH FOODS Chicago area Sales Representatives Laura Rodriguez and Lorena Padron and Noemi Trujillo, Sales Support.

distributors of its type and size. Quirch Foods is ranked among the top ten Hispanic companies by *Hispanic Business Magazine* by measure of revenue.

The company is headquartered in Miami, with additional offices

and distribution facilities in Orlando, Atlanta, Puerto Rico and now Chicago. Quirch has combined over 700,000 sq. ft. of refrigerated inventory and a fleet of more than 200 refrigerated trucks servicing its customers.



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MAR. 20-23



MAR. 26-30

PERFORMANCE DATES

Thurs. Mar. 20 at 7 PM • Fri. Mar. 21 at 10:30 AM & 7 PM
Sat. Mar. 22 at 11 AM, 3 & 7 PM • Sun. Mar. 23 at 1 & 5 PM

PERFORMANCE DATES

Wed. Mar. 26 at 7 PM • Thurs. Mar. 27 at 10:30 AM & 7 PM
Fri. Mar. 28 at 2 & 7 PM
Sat. Mar. 29 at 3 & 7 PM • Sun. Mar. 30 at 1 & 5 PM

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Additional fees may apply. All tickets subject to supply and demand.

March of Dimes Names Stripes C-Stores as Their #1 Texas Corporate Partner

Dr. Jennifer L. Howse, President of the March of Dimes Foundation, recognized Stripes Convenience Stores as the #1 Texas Corporate Partner at an awards luncheon held at the Park City Club in Dallas, Texas. March of Dimes officials also announced Stripes Stores is ranked #11 nationwide as a Corporate Partner.

Since 2008, Stripes Convenience Stores has raised over \$3.2 million for the March of Dimes, one dollar at a time, through its annual cut-out fundraising campaign held at all Stripes locations in Texas, New Mexico and Oklahoma. Stripes Stores have a long-standing tradition of investing in health and education programs that focus on children and youth. "We want to congratulate the Stripes Stores team on this amazing accomplishment and working to become the Top Corporate Partner in Texas," says Darcie Wells, March of Dimes Texas Chapter State Director. "Their contributions make a strong statement about their partnership with March of Dimes and make a clear demonstration of their proactive approach to addressing one of the most urgent health problems in the US, prematurity. We are grateful to Stripes and Stripes' customers, for making a difference, one dollar at a time" One of the most urgent infant health problems in the U.S. today is premature birth. It affects nearly half a million babies each year. The March of Dimes is committed to reducing this toll by funding research to find the answers to premature birth and providing comfort and information to families who are affected.



■ Dr. Jennifer Howse, President of March of Dimes, and Sharon Yon-Johansson, Community Affairs Manager for STRIPES.

Pressels

New Pretzel Chip Debuts

New pretzel chip, Pressels is currently making its debut in grocery stores across the U.S.

Available in three flavors, Original, Everything and Sesame, Pressels is the first all-natural, non-GMO certified, pressed pretzel to hit the U.S. snack market. Pressels make for a unique guilt-free treat anytime of the day with 80% less fat than regular potato chips. Buyers will also be happy to know that Pressels has no food coloring or artificial flavors, no cholesterol, no preservatives and zero Trans fat.

The three thin and crispy Pressels flavors are available in 7.1 oz. sizes and retail from \$2.99 - \$3.99.



Pillsbury Dishes Up New Ready-To-Bake Gluten Free Dough

With Chef Cat Cora and Gluten Free Guru Danna Korn



■ CHEFCAT CORA

Pillsbury has introduced its first-ever line of refrigerated gluten free dough, allowing even more people to enjoy its classic family favorites. Gluten Free Chocolate Chip Cookie Dough, Gluten Free Thin Crust Pizza Dough, and Gluten Free Pie and Pastry Dough are now available in most major grocery stores nationwide.

"We're excited to welcome the gluten free community back to the fresh dough aisle. Pillsbury Gluten Free Dough provides so many possibilities and makes enjoying meals together easier," says Rebecca Thompson, marketing manager for Pillsbury fresh dough innovation. "As a company, we are committed to the gluten free community and to providing great-tasting, easy-to-prepare products from brands they trust."

To help kick off the product launch and inspire baking, Pillsbury enlisted the help of Iron Chef, cookbook author, TV personality and mom Chef Cat Cora. Cora created 10 unique and easy recipes using all three dough varieties.

New Pillsbury Gluten Free Dough puts fun back into gluten free cooking. It comes in convenient, refrigerated tubs for easy storage and portioning that are available at most major grocery retailers. The whole family will be able to enjoy Pillsbury Gluten Free Dough in these three varieties:

- **PIE AND PASTRY DOUGH:** 15.8-oz. tub, makes two 9" pie crusts, 250 calories per serving, MSRP \$4.99.
- **CHOCOLATE CHIP COOKIE DOUGH:** 14.3-oz. tub, makes approximately sixteen 2" cookies, 110 calories per serving, MSRP \$4.49.
- **THIN CRUST PIZZA DOUGH:** 13-oz. tub, makes one 10" pizza crust, 170 calories per serving, MSRP \$4.99.



NestFresh Awarded First Non-GMO Project Verified Seal

For Full Line of Nationally Distributed Egg Products

NestFresh cage-free eggs is the first nationally distributed egg line to receive the Non-GMO Project Verified seal from the Non-GMO Project, a third party certification program that assures a product has been produced according to consensus-based best practices for GMO (genetically modified organism) avoidance. NestFresh (a division of Hidden Villa Ranch) is also the only egg brand to offer liquid and dry egg products that are also Non-GMO Project Verified.

To achieve non-GMO egg status, NestFresh chickens are fed non-GMO feed consisting of corn and soybeans, which are the most at risk for GMOs. The non-GMO corn and soybean feed is costly due to the limited amounts available. There is a routine schedule for the non-GMO feed to be tested and approved by the Non-GMO Project. On the non-GMO diet the chickens produce non-GMO eggs.

NestFresh works with multiple small farms across the country in a co-op system, providing more opportunities for family farmers so they can be competitive with larger companies.

"Non-GMO farming has a major environmental impact not only on the eggs we produce for NestFresh but also for my family that lives on the farm and for our entire community," says Joseph Kropf, who is part of a Mennonite group of farmers in Tampico, IL. "We grow and mill the corn in our community so low pesticide usage is important to us."

NestFresh cage-free and free-range eggs are Non-GMO Project Verified and available nationwide (MSRP: \$3.49-\$4.99).

■ The Pesticide Problem:

Consumers Don't Want Them but May Not Know How to Avoid Them

According to a new survey, a majority of Americans are concerned about pesticides in our food supply. The survey of 1,000 Americans conducted by Lindberg International on behalf of Stonyfield, the world's leading organic yogurt maker, found that 71 percent of Americans are worried about pesticides in their food and almost three out of four respondents (74%) would like to eat food produced with fewer pesticides.

With so many people expressing a desire to avoid these chemicals, the study found a good deal of confusion when it comes to food labels, the best way to know with certainty if pesticides are used in the production process. In particular, confusion arises when comparing the marketing buzz term "natural" to the USDA Certified Organic seal. In fact, more than half (56%) of respondents incorrectly identified organic attributes such as "made without the use of toxic persistent pesticides" and "made without the use of synthetic hormones" to products labeled natural.

Currently there are no standards for the term "natural" on food labels. Purchasing foods with the USDA Certified Organic seal is the only guarantee that the item was produced without the use of toxic persistent pesticides, synthetic hormones, antibiotics and genetically modified organisms (GMOs).

This is true of all foods, even those that enjoy a healthy halo like traditional and Greek yogurt. "As a yogurt maker, of course I want more people to eat more yogurt," said Stonyfield Chairman and Co-Founder Gary Hirshberg. "But it's important to know not all yogurts are created equal. People are being misled by the healthy halo food products labeled natural enjoy. That's why all Stonyfield products are certified organic. Besides knowing your farmer, the certified organic seal is the only way to be absolutely certain things like toxic persistent pesticides aren't being used to make your food."



Rockview Farms Rebrands its Organic Milk Line

Rockview Farms, one of Southern California's last remaining family-owned dairy farms, is rebranding its Organic Milk to Rockview Farms Organic Milk. The rebrand includes an all-new label, but the strict process involved to produce the great-tasting milk remains the same. Customers can expect to see the new label on shelves at select Southern California supermarkets this month.

Unlike most other organic brands, Rockview doesn't use ultra-high temperature (UHT) pasteurization to extend shelf life, preferring instead to minimally process its milk at a lower temperature that ensures maximum nutrition and fresh taste. It is also homogenized at a lower pressure which results in a creamier texture.

"The Good Heart label was introduced thirteen years ago to differentiate our organic milk from conventional Rockview Farms Milk," said Ted DeGroot, COO, Rockview Farms. "With greater consumer and industry awareness about our brand and the lengths we go to produce the highest quality dairy products, it makes sense for us to switch to the Rockview Farms Organic Milk name, which Southern California residents know and look for."

Emmi Roth USA Introduces Two Bold New Cheese Varieties

Roth Chipotle Havarti and 3 Chile Pepper Gouda



To meet consumer demand for bold, adventurous flavors, Emmi Roth USA introduces two new flavored cheese varieties in the Roth Wisconsin range – Chipotle Havarti and 3 Chile Pepper Gouda (jalapeño, chipotle and habanero). These spicy specialties round out "The Fiery Five," an assortment of boldly-flavored Roth cheeses, which includes Horseradish Havarti, Jalapeño Havarti and Peppadew Havarti.

Retail sales data and menu trend analysis indicate that consumers are branching out to explore a host of hot peppers and distinctive flavors in their in- and out-of-home dining experiences. Growth in flavored cheese

at retail has exceeded growth in total exact weight cheese for 2012 vs. 2011 (2.3 percent growth for flavored vs. -0.3 percent decline for total) and for the first half of 2013 vs. the same period in 2012 (1.7 percent growth for flavored vs. 0.5 percent for total cheese), with habanero, chipotle and jalapeño posting stronger growth in both 2012 and 2013 than flavored cheese overall (Source: Information Resources, Inc.).

Flavor trends on restaurant menus from Technomic's Menu Monitor database also indicate consumer interest in bold and distinctive flavors across key categories on the menu, particularly within burgers and sandwiches, where flavors like jalapeño, chili, and chipotle serve to spice up familiar fare.

"We always strive to provide on-trend cheese solutions for the foodservice trade. As consumers continue to seek out bold flavors, The Roth Fiery Five offer surefire ways to distinguish menus and delight diners with the heat they crave," said Steve Millard, president and CEO of Emmi Roth USA.

The Roth Fiery Five offer five ways to add to the tab with specialty cheese, and include:

- **NEW CHIPOTLE HAVARTI:** Smoky and spicy flavors are perfectly balanced in this bold yet creamy Havarti.
- **NEW 3 CHILE PEPPER GOUDA:** Chipotle, habanero and jalapeño peppers add south of the border flavor to a timeless standard.
- **HORSERADISH HAVARTI:** Surprising ingredients come to life in this creamy original as chives, horseradish and mustard seeds combine for a kick of flavor.
- **JALAPEÑO HAVARTI:** Fresh Wisconsin milk meets jalapeño peppers to bring the perfect spicy heat to this creamy favorite.
- **PEPPADEW HAVARTI:** Sweet and savory South African Peppadew peppers add a bit of adventure and a touch of heat to this traditional creamy cheese.

The Havarti varieties are available in a nine pound loaf format, while the 3 Chile Pepper Gouda is available in a six pound loaf and 10 pound wheel. Retail cuts will be available later this year.



First-Ever Authentic Greek Style Sour Cream

Breakstone's has released the first-ever new-to-market nationally released Greek Style Sour Cream that features the smooth, creamy texture and deliciously rich taste of traditional Breakstone's Sour Cream blended with authentic Greek strained yogurt.

Breakstone's Greek Style Sour Cream contains 50% less fat, 40% less cholesterol, and twice the calcium and protein of regular sour cream (each 2 Tbsp. serving has 4% of the daily value for calcium and 2 grams of protein).

Whether hosting or visiting a party, this new product is the perfect sour cream alternative that can be swapped into your favorite recipes or used as a delicious topping or dip!



New Market District Express Debuts in McMurray

■ GIANT EAGLE recently introduced the first Market District Express location in McMurray, PA., bringing the best of Market District food stores into an innovative neighborhood restaurant dining and food shopping experience.

First Neighborhood-Sized Market District Format

A TODAY'S GROCER
Special Report

Just in time for the recent holiday season, the December 5 introduction of Market District Express brings the best of Giant Eagle's Market District food stores into the company's first innovative neighborhood restaurant dining and food shopping experience. Located on Route 19 and Circle Road in McMurray, PA, the new store concept combines fresh, chef-created meals to eat-in or take-out with a carefully curated selection of traditional and specialty groceries.

"As a company, Giant Eagle is always looking for ways to continue to enhance and expand our multi-format strategy to anticipate and exceed ever-evolving customer needs," said Giant Eagle CEO Laura Karet. "Market District Express is the next step in the development of our concepts, combining a modern dining experience in a contemporary rustic atmosphere, with a grocery selection that allows area customers to shop close for their everyday needs."

At approximately 15,500 sq. ft., the new bite-sized Market District concept is open from 6 a.m. to midnight seven days a week, and offers easy to navigate aisles and soaring wood beam ceilings that provide a bright and airy feel. Market District Express has an indoor dining room seating 84. Just outside, the patio seats 46, and features two linear fire tables that are the perfect place for a meal with friends and family accompanied by a glass of wine or a specialty beer.

"We've brought our passion for food to this new smaller footprint while continuing to refine our take on restaurant dining," Karet added. "The chefs at Market District Express have created an exciting menu of meals prepared to order, brought directly to your table and served with unsurpassed quality and freshness."

The breakfast menu features unique twists on popular breakfast fare like vanilla-buttermilk French toast and breakfast burritos topped with tomatillo chipotle salsa made with organic and farm fresh ingredients. Customers can also choose from custom-made omelets, fresh-baked bagels,



■ GIANT EAGLE CEO Laura Karet and Market District Express Store Leader Anna Card are joined by store Team Members and local officials at the ribbon-cutting ceremony.

mixed berries, and breakfast sandwiches for those on the go.

The lunch and dinner menu offers a wide selection of made-to-order sandwiches, sides and entrees including stone-hearth baked pizzas, gourmet burgers, fresh made-daily soups, herb-roasted salmon, flat iron steak and pommes frites and rosemary paillard of chicken, served to your table by Market District Express

Team Members aided by a new electronic direct table delivery system.

Additionally, the restaurant at Market District Express offers hand-made sushi rolls made with the freshest ingredients, a licensed Starbucks coffee kiosk, and the company's first self-serve frozen yogurt bar with multiple flavors and a wide assortment of toppings.

Market District Express also offers a large variety of farm-fresh conventional and natural and organic produce, unique seasoned and international foods, an assortment of specialty cheeses, olives and charcuterie, more than 300 varieties of domestic, imported and craft beers, a dairy department, deli meats, self-service meat and seafood cases, candy, frozen products and floral.



■ The new Market District Express offers a large variety of farm-fresh conventional and natural and organic produce.



■ Shoppers will appreciate all the taste-tempting offerings in The Café and Bakery Department.



■ 'And to All a Good Bite'



■ As well as unique seasoned and international foods, new Market District Express features more than 300 varieties of domestic, imported and craft beers, a dairy department, deli meats, self-service meat and seafood cases, candy, frozen products and floral.



■ Customer Service Associate Bill greets opening day shoppers with a complimentary commemorative Market District Express cup.



■ Floral Department



■ The Salad Bar



■ Great food and holiday carols warm the hearts and palettes of Opening Day shoppers.



■ With an indoor seating area for 84 and an outdoor patio seating 46, the Market District Express restaurant offers chef-created meals prepared to order, brought directly to your table, and served with unsurpassed freshness.

The Market District Express grocery offerings are focused on the most popular brand names, Market District branded products and specialty items. An in-house bakery features tempting, gourmet pastries and desserts. The Chopping Block provides fresh pre-cut vegetables and meats and bulk foods including beans, rice and grains, granola and cereals, dried fruit and party mixes.

Featuring many of the products and other savings opportunities that customers have come

to expect from Giant Eagle and Market District locations, Market District Express includes an in-store pharmacy with drive thru access and promotions such as seasonal free antibiotics and free prenatal vitamins, the doubling of manufacturer coupons up to 99¢ and the ability to earn fuelperks! via the Giant Eagle Advantage Card®. Customers can redeem fuelperks! at the adjacent 16-pump GetGo open 24 hours a day, and get a carwash at the nearby WetGo.



■ Shoppers will appreciate the speed and convenience afforded by the efficient checkout area.



■ Shoppers can take advantage and have their prescriptions filled while they shop.



■ Market District Express grocery offerings are focused on the most popular brand names. Market District branded products and specialty items include custom-bottled beer and wine, such as those pictured here.



■ Customers will appreciate the convenience offered at the adjacent 16-pump GetGo open 24 hours a day, and get a carwash at the nearby WetGo.

28 Wines & Beers

Fifty Shades of Grey Wine Launches



Acclaimed erotic romance novel *Fifty Shades of Grey* has captured the attention of readers worldwide. Now, from E.L. James comes a new collection of wines inspired by her best-selling books. Featuring the tagline "You Are Mine," *Fifty Shades of Grey* Red Satin and White Silk wines offer the perfect combination of naughty and nice, providing readers with an experience sure to stimulate their senses.

Personally blended by author E.L. James along with winemakers in California's premium North Coast appellation, *Fifty Shades of Grey* Wine will allow fans to further explore the world of Anastasia Steele and Christian Grey and personally experience James' passion for wine, showcased throughout the novels. Infusing fine wine cues and storyline elements into this carefully crafted collection, *Fifty Shades of Grey* Wine blends perfectly James' knowledge of wine and romantic tastes.

"Wine plays an important role in *Fifty Shades of Grey*, adding to the sensuality that pervades a number of scenes," said E.L. James. "I've always had a penchant for good wine, so combining two of my passions to blend Red Satin and White Silk was a natural extension of the series. I hope my readers curl up with a glass as they enjoy the romance between Anastasia and Christian."

The *Fifty Shades of Grey* Red Satin is a decadent red blend of Petite Sirah and Syrah with flavors of black cherry, cocoa powder, creamy caramel and vanilla, leather and clove spice. Aged in a combination of new and neutral French oak barrels, this red blend is the Gewürztraminer and Sauvignon Blanc. White Silk's flavors include floral aromatics lychee and honey, tempered by flavors of crisp grapefruit, mineral and lush pear with a faint hint of butterscotch. Fermented cool and aged in stainless steel tanks, this white blend offers a delicately playful experience.

Red Satin and White Silk are now available nationally for \$17.99.

Samuel Adams Introduces New Spring Seasonal Beer



The brewers at Samuel Adams are ushering in the new year with a new spring beer--Samuel Adams Cold Snap--the newest addition to the brewery's popular seasonal beer collection. Brewed for spring's transition away from the hearty brews of winter to the bright, lighter-bodied beers of summer, Cold Snap is the brewers' take on a Belgian-style white ale made with crisp golden wheat and a lively blend of ten different fruits, flowers and spices.

Historically, white ales were brewed with a variety of spices, most commonly orange and coriander, as brewers looked to the spice trade for ingredients before the advent of hops. The brewers at Samuel Adams took a different spin and expanded upon this tradition with Cold Snap, incorporating a wide range of ingredients from around the world, places like West Africa (Grains of Paradise), Turkey (anise), Egypt (hibiscus), India (tamarind) and the US (fresh-ground coriander from California). The delicate

hop character of German Hallertau Mittelfrueh Noble hops and the crisp smoothness of Canadian malted wheat balance the unique spiciness of the brew.

With an ABV of 5.3 percent, Cold Snap is a medium-bodied yet refreshing ale with a complex floral, spicy aroma and character.

Samuel Adams Cold Snap will be available nationwide from January through mid-March in six-packs for a suggested retail price of \$7.99-\$9.99, 12-packs (bottles and cans) for a suggested retail price of \$14.99-\$17.99 and on draft (prices vary by market).

J Vineyards & Winery Launches Misterra



Pinot Noir, Pinot Meunier, and Pinotage grapes have been deliciously blended together to create a sturdy, rustic red wine called Misterra. Misterra, a new offering from J Vineyards & Winery, was the winning suggestion in a "name-that-wine" contest conducted two years ago.

"We are certain that no one else has pulled these three grape varieties together in such a manner," said Melissa Stackhouse, Vice President of Winemaking at J Vineyards & Winery. "The noticeable earthiness and rugged flavors could only be achieved by blending these three varietals."

Misterra is available to purchase directly from the winery or by visiting the J Vineyards & Winery Visitor Center. Suggested retail is \$50. To order, go to www.jwine.com.

Stella Artois Cidre Begins National Expansion

Stella Artois has announced Stella Artois Cidre, the crisp, dry European-style cider launched to widespread acclaim in May 2013, is launching nationwide.

In May 2013, Stella Artois Cidre was introduced in 26 states. Since then, the increasingly popular beverage has been an important part of a surging U.S. cider market--which is growing more than 100 percent annually. Stella Artois Cidre will now be available in all 50 states. It will also now be available on draught in bars and restaurants nationwide.

"When we launched Stella Artois Cidre, we saw that the cider market in the U.S. was poised for continued growth," said Chris Hanson, Stella Artois. "White wine drinkers in particular have been drawn to Stella Artois Cidre. So, we have decided to expand the Stella Artois Cidre footprint both on shelves and on tap."

Stella Artois Cidre is distinct from cider competitors in many ways. It is a crisp European-style cider made with apples hand-picked in wine-growing regions in the Americas. It is a sophisticated cider, drier than many of the sweet domestic brands that occupy American shelves. The brand's distinctive flavor profile has proven popular among white wine drinkers in particular.

As such, Stella Artois Cidre is served in a white wine glass, and pairs well with chicken, fish and a broad selection of cheeses, including Camembert-style cheeses, English cheddars, semi-firm cheeses such as Gruyere and washed-rind cheeses. Stella Artois Cidre's tart profile also balances well with Asian and spicy foods and light salads.

At 4.5 percent alcohol by volume, Stella Artois Cidre is available in two packaging configurations: four-packs of 12-ounce bottles and single, 24-ounce bottles.



Read All About It!

Introducing Paper Boy

First Paper Wine Bottle

Wine industry leader in innovation Truett-Hurst Inc., wine company of Healdsburg, California, says no to marketing green-washing. The release of the first paper wine bottle in the U.S. from Truett-Hurst Inc. is the real thing. The paper wine bottle, branded PaperBoy, is a molded outer shell in the shape of a wine bottle, made from recycled cardboard with a plastic liner. The entire package is 85 percent lighter than a glass bottle and is easily recyclable. From production to shipping to recycling, PaperBoy proves the wine business can operate with a significantly reduced carbon footprint.

Pleasanton, California-based Safeway Inc. is partnering with Truett-Hurst Inc. in the initial release of PaperBoy nationwide.

PaperBoy contains appellation-based, super-premium wines sourced from the Mendocino and Paso Robles growing regions and crafted by winemaker Virginia Marie Lambrix, also the winemaker for VML. Introductory PaperBoy wines are a 2012 Paso Robles Red Blend (\$14.99) and a 2012 Mendocino Chardonnay (\$13.99). Lambrix is passionate about innovation. She says, "We at Truett-Hurst Inc. believe that if the quality of the wine exceeds a customer's expectation, then new, cutting-edge packaging will become more mainstream."



Case weight for normal glass bottles with liquid is 36 lbs. versus the paper bottle at 23.6 lbs. A pallet of 56 cases prepared for shipping is reduced from 2,000 lbs. to 1,322 lbs.--a weight reduction of 34 percent and a savings of more than 7 tons per truckload of wine shipped.

Gluten-Free & Sugar-Free Devotion Vodka Now Available at Wegmans



On the heels of the news that the Alcohol and Tobacco Tax and Trade Bureau (TTB) has granted approval for Devotion Vodka to become the first-ever vodka brand allowed to print Gluten-Free and No Added Sugar on the bottle, Devotion Spirits, Inc., has announced the company's gluten-free, sugar-free and 100% Made in the USA flavored vodka family is now available at Wegmans Supermarkets.

Devotion's line-up of distinct flavors, along with its original Devotion Vodka, will complement the specialty grocery chain's selection of premium wine and spirits at several locations throughout New Jersey and Massachusetts, as the brand continues

to expand distribution throughout the grocery sector with availability at several Whole Foods, Publix and Albertsons supermarkets across the U.S.

Today, gluten-free products are one of the strongest growth categories in the food and beverage industry, and as consumers continue to be more aware of what they put in their body, the demand for sugar-free alternatives continues to increase.

In addition to the original Devotion Vodka, the line-up of flavors available at Wegmans includes the following:

■ **BLACK AND BLUE** - The first and only blackberry and blueberry flavored vodka

combination in the industry.

■ **THE PERFECT COSMO** - Features a blend of Devotion Vodka's Blood Orange with the premium ingredients of a Cosmopolitan.

■ **WILD CHERRY** - Boasts a unique flavor profile for any discerning palate, offering a consistently smooth texture with the subtle balance of ripe cherries that is versatile for an assortment of cocktails.

Devotion Vodka (SRP of \$19.99) is available for purchase at retail stores and restaurants in several states, with distribution expanding throughout the U.S.

ALDI Launches Accelerated Growth Strategy

To Operate Nearly 2,000 U.S. Stores By 2018

ALDI has announced a five-year strategic plan to open 650 new stores across the nation. The grocery retailer launched its expansion efforts with the decision to build its regional headquarters and distribution center in Moreno Valley, CA.

To reach its aggressive goal, over the next five years, ALDI plans to accelerate the pace of new store openings to an average of 130 per year, up from an average of 80 stores per year in recent years. ALDI also is planning to invest more than \$3 billion to pay for land, facilities and equipment. When the expansion is complete, ALDI will have stores coast-to-coast and anticipates serving more than 45 million customers per month. The expansion is expected to create more than 10,000 new jobs at ALDI stores, warehouses and division offices. Additionally, the company's growth is expected to have a positive economic impact on its long-term supplier-partners, as well as provide opportunities for new supplier-partners as ALDI expands its footprint.

"We're ramping up our expansion plans to meet growing demand for ALDI from customers across the country," said Jason Hart, president, ALDI. "Recently, we successfully entered new markets such as Houston, and expanded our presence in competitive markets like South Florida and



New York City. At ALDI, we believe that great quality can be affordable, and we are eager to bring the ALDI difference to new markets like Southern California."

Growth is accelerating at ALDI due to the appeal of its unique business model that lets smart shoppers save up to 50 percent on more than 1,300 of the most commonly purchased grocery items, including nearly 70 varieties of fresh fruits and vegetables, without the hassle of clipping coupons or buying in bulk. In fact, ALDI recently was named the leading low-price grocery store for the third consecutive year.

Since opening its first store in 1976, ALDI has achieved measured, but steady, growth entirely through organic expansion. Today, ALDI has nearly 1,300 stores across 32 states and employs more than 18,000 people, making it the 25th largest grocer in the nation. More than 25 million customers each month benefit from the company's simple and streamlined approach to grocery retailing.

Additionally, ALDI has a strong track record as an employer of choice, offering its employees generous compensation, including benefits, which are above industry standard.

"When we open a new store, word of mouth about the amazing quality and freshness of the products available at ALDI spreads quickly from loyal shoppers to friends and neighbors. While new customers are sometimes surprised that ALDI doesn't look or feel like other grocery stores, once they learn how our efficiencies directly impact their savings at the register, they embrace the ALDI way of grocery shopping," added Hart.

ALDI generates savings for its customers through a low-overhead, focused approach that includes:

- **Volume purchasing:** By concentrating its full buying power on 1,300 of the most commonly purchased grocery items in the most common size, ALDI secures sizable discounts.

- **Exclusive brand products:** More than 90 percent of products at ALDI are their own exclusive brands rather than national brands.

- **In the ALDI Test Kitchen,** ALDI ensures that its products meet or exceed the quality and taste of national name brands.

- **ALDI food products are backed by the Double Guarantee.** If for any reason a customer is not 100 percent satisfied with any ALDI food product, ALDI will gladly replace the product AND refund the purchase price.

- **Special Buys:** Each week, ALDI offers 20-30 food and non-food products at a great value that include everything from small kitchen appliances and seasonal items to outdoor furniture and gardening tools.

- **No hidden costs:** ALDI has a streamlined approach that avoids non-essential services such as banking, pharmacies, check cashing and bagging clerks. Those savings result in

lower prices for consumers. In addition to its low prices, ALDI has been recognized for having high customer satisfaction that leads its customers to recommend ALDI to friends and family.

"We've updated our new store design to be brighter and more welcoming than ever before," said Hart. "And we continue to increase our healthy food options, including fresh produce, meats, dairy and baked goods. Our Fit & Active line offers a number of foods that have less fat and sodium, and fewer calories, and we are preparing to introduce our new SimplyNature line of natural and organic foods. With everything we have to offer, it's no surprise to us that more and more people are discovering that they don't have to sacrifice quality and taste to save money by shopping at ALDI."

A leader in the grocery retailing industry, ALDI operates nearly 1,300 stores in 32 states, primarily from Kansas to the East Coast. More than 25 million customers each month save up to 50 percent on their grocery bills, benefiting from the ALDI simple and streamlined approach to retailing. ALDI sells more than 1,300 of the most commonly purchased grocery items, primarily under its exclusive brands, which must meet or exceed the national name brands on taste and quality. ALDI is so confident in the quality of its products, the company offers a Double Guarantee: If for any reason a customer is not 100 percent satisfied with any ALDI food product, ALDI will gladly replace the product and refund the purchase price.

■ 'SimplyNature'

ALDI Exclusive Brand Emphasizes Affordability of Eating Well



■ **SIMPLY NATURE -** ALDI continues to emphasize its high quality at low prices with the launch of its new brand, "SimplyNature," which features simple foods made with only all-natural or organic ingredients. SimplyNature products range from cereal, honey, fruit bars and apple juice, to pasta sauce, pizza, salsa and various snacks.

ALDI continues to emphasize its high quality at low prices with the launch of its new brand, "SimplyNature," which features simple foods made with only all-natural or organic ingredients. SimplyNature products range from cereal, honey, fruit bars and apple juice, to pasta sauce, pizza, salsa and various snacks.

Over the last several years, ALDI has added, on average, 80 new stores each year, allowing smart shoppers to save up to 50 percent on more than 1,300 of the most commonly purchased grocery items, including fresh produce. ALDI now has nearly 1,300 US stores located in 32 states, serving more than 25 million customers each month. The new line of SimplyNature products is now available in all stores.

"At ALDI, we know that finding great-tasting, wholesome foods is important to our customers. With the new SimplyNature line of all-natural or organic products, customers can get high-quality, nutritious options at an affordable price," said Chuck Youngstrom, president of ALDI. "We're always striving to offer healthy options at prices that make it possible to maintain a healthy lifestyle - and that's exactly what the SimplyNature brand offers."

To ensure its exclusive brands - including SimplyNature - meet or exceed the national brands on taste and quality, ALDI conducts rigorous testing on all products. ALDI stands behind this commitment to quality with a Double Guarantee: If for any reason a customer is not 100 percent satisfied with a food product, ALDI will gladly replace the product and refund the customer's money.

Availability of Food Increases as Countries' Dependence on Food Trade Grows

Sufficient food is available for increasing numbers of people, but at the same time, the dependence of countries on international trade in foodstuffs has increased considerably in 40 years. The proportion of the population who get enough food (more than 2,500 calories a day) has nearly doubled to 61 per cent. Those living on a critically low food supply (less than 2,000 calories a day) have shrunk from 51 to three per cent.

The figures come out in a study made at Aalto University in Finland examining developments in food availability and food self-sufficiency in 1965-2005. Researchers of Aalto University examined the

development of food availability in recent decades for the first time.

Food availability has improved especially in the Middle East and North Africa, Latin America, China, and Southeast Asia. Although food availability has increased on the global level, food self-sufficiency has remained relatively low.

In the 1960s and 1970s, insufficient food production in a country amounted to food shortage, but nowadays the production deficit is increasingly balanced through food imports, says Aalto University researcher Milina Porkka.

The proportion of people living in countries that are significant net importers of

food has more than tripled during the period under examination. The countries of North Africa and the Middle East, for instance, have become increasingly dependent on imported food. In these countries, food availability has increased from low to a very high level, even though domestic food production has remained inadequate.

Brazil, on the other hand, has become one of the world's most important producers of food for export. In the 1960s, food supply in the country was still inadequate, but in the past decades Brazilian food production has grown exponentially and food consumption is now more than sufficient.

The study also examined dietary

changes that have taken place in different countries. The proportion of people consuming large amounts (more than 15 per cent of energy intake) of animal-based nutrition has increased from 33 per cent to more than 50 per cent. This together with over consumption of calories in many countries is putting an increased pressure on the planet's limited natural resources. At the same time, however, over a third of the world's population is still living with insufficient food supply.

This study was published in PLOS ONE journal. The study was conducted by the researchers from Aalto University in Finland and University of Bonn in Germany.

30 BookReview



Cooking and Eating Your Way to a Better, Healthier Life

Health Coach Uses Her Greek Heritage to Teach Others to Improve Health

Cooking & Eating Wisdom for Better Health
By: **Maria Benardis**

When it comes to eating healthier, it's all Greek to me. COOKING & EATING WISDOM FOR BETTER HEALTH by Maria Benardis is a helpful cookbook that not only shows readers how to cook healthy recipes, but also includes lessons on Greek wisdom and how to apply these ideas to daily life.

"My book teaches how to cook intuitively using healing ingredients that harmonize your body and mind," said Benardis. "Cooking and eating will become a time to celebrate, a joyful experience, a time to deeply connect with yourself, a time to awaken to new experiences and to heal."

Benardis uses her heritage and her extensive study of Greek culture and customs to inspire readers to eat healthier and to live more like the ancient Greeks by sharing wisdom that is still applicable to the modern day. This mixture of culture and tradition sets this cookbook apart from many others in that it not only shows readers how to cook, but also teaches readers how to live a better life.

"I want to encourage people to explore and rediscover how to use nature for personal healing instead of relying on medicine and pharmacies," said Benardis.

Softcover retail price: \$53.95
E-book price: \$12.99



The Glorious Vegetables of Italy

By: **Domenica Marchetti**
Photographs By: **Sang An**

Domenica Marchetti's childhood memories of Italian summers, where nearly every day began with a trip to the farmers' market, are the inspiration behind these more than 100 recipes showcasing Italy's glorious vegetables. Sniffing, poking, and prodding (and then haggling over) such fresh offerings as elegant, long-necked fennel; dark, crimped leaves of Tuscan kale; the scarlet beauty of radicchio; and delicate baby zucchini with blossoms still attached was a family affair and the beginning of her life-long love of vegetables.

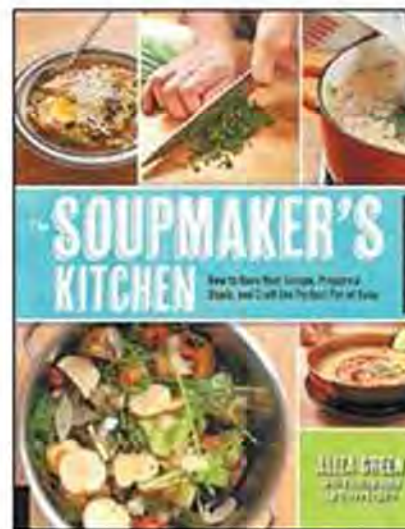
Italian home cooks prepare these vegetables with careful thought, mixing them into frittatas and savory tarts, letting them shine atop pizza, and giving them equal time with meat and seafood at the center of the meal.

Domenica does the same here, with such varied recipes as Cherry Tomato and Red Onion Focaccia, Roasted Beet and Carrot Salad with Roasted Fennel Seeds, Spring Risotto with Green and White Asparagus, and Smashed Green Beans and Potatoes with Pancetta.

Preserves and condiments are also represented with such delights as Tomato Marmalade and Pickled Snacking Peppers, while essential basics such as Fresh Egg Pasta Dough, Simple Tomato Sauce, and Sau- teed Rapini embrace the ease with which vegetables are incorporated into Italian-style meals.

These treasured recipes comprise a mix of tradition and innovation—some handed down from previous generations, others collected during the author's travels throughout Italy, and more created in her home kitchen. She hopes they will inspire you to bring vegetables into the heart of your own kitchen as well.

SRP: \$30.00



The Soupmaker's Kitchen

How to Save Your Scraps, Prepare a Stock, and Craft the Perfect Pot of Soup

By: **Aliza Green**

Soup is more than just a recipe. There is almost an art behind making soups and stocks. And making your own stock will save money, reduce kitchen waste, and with fresh ingredients will simply taste better. By learning how to organize your kitchen and cooking processes to use every part of your ingredients, you will also be extracting the most flavor and nutrient value from your food.

THE SOUPMAKER'S KITCHEN (Quarry Books, \$24.99)

by celebrated cookbook author and chef Aliza Green is a cook's complete guide to making soups, broths, potages, minestra, minestrone, bisques, and borscht. Learn how to set up your kitchen to use your ingredients most optimally—from saving vegetable scraps for stock to tips on freezing finished soups. Explore more than 100 soup recipes—plus variations on each—from all over the world, and in every style of soup you might want to eat. Recipes include:

- Hungarian Woodlands Mushroom Soup with Sour Cream and Paprika
- Tom Kha Gai (Thai Chicken Coconut Soup)
- Cream of Cauliflower with Nutmeg and Chives
- Kerala Red Lentil Soup (vegan)
- Vietnamese Pho Soup with Beef Brisket
- Caribbean Callalou Soup with Crabmeat and Coconut

With a strong foundation in stocks included, The Soupmaker's Kitchen is divided into chapters based on major soup families, such as clear broth-based soups, bisques, stews, chowders, and more. Each chapter includes an introduction, several delectable recipes, and invaluable tips to aid you in the process.

Video

Dancing Ninja

An Ancient Legend ... His Destiny

From the writer who brought you Beverly Hills Ninja, an ancient legend is fulfilled when an orphaned boy discovers his true destiny in DANCING NINJA, now on DVD from Inception Media Group.

According to the legend of the Dancing Ninja, an orphaned child, destined to save the world from evil, will arrive at the docks of a small village in the Far East. Ikki (Lucas Grabeel, Switched at Birth, Milk, High School Musical), a Caucasian boy adopted by an Asian family after surviving a shipwreck as a baby, grows up as an outsider and believes he is the chosen one.

When Ikki stumbles upon a mysterious dojo, he is immediately convinced that he is destined to join the amazingly acrobatic ninjas training inside. His lack of skill, however, prevents him from being admitted to the esteemed martial arts school. But when the school's beloved sensei is murdered by a vicious ex-student, an American, action movie-star (David Hasselhoff, Click, TV's America's Got Talent, Dodgeball), Ikki gets the chance to prove himself.

Making it his mission to avenge the master's death, Ikki travels to Hollywood to track down the villain. Joining forces with the beautiful Kimi, they use their unique training to fight evil and discover what it truly means to be an elite Dancing Ninja!

Also starring Patrick Gallagher (Night at the Museum, Sideways), Bree Turner (The Ugly Truth, Just My Luck, American Pie 2) and Gary Hudson (Two for the Money).

Running Time: Approx. 97 Minutes
SRP: \$12.98



Freedom Force

Out-of-This-World, Animated Adventure

Four unlikely, pint-sized heroes set out to save the world from chaos in FREEDOM FORCE, on VOD and DVD now from Vertical Entertainment.

An out-of-this-world, animated adventure for the entire family, featuring the voice talents of Christopher Lloyd (Back to the Future) and Sarah Michelle Gellar (Cruel Intentions, Buffy the Vampire Slayer).

A devious plot is under way to alter the writings of famed author Jules Verne to change the course of history! Accompanied by their trusted dog, a group of kids—unlikely heroes, but with special talents—are sent back in time to restore the beloved stories and secure their rightful place in history.

Their adventure takes them to the darkest jungles and cities deep under the sea... even to outer space! But the mission goes horribly awry when a mad scientist tries to stop them. Faced by colossal challenges along the way—including cannibals, runaway hot air balloons and a giant octopus—they struggle to set the record straight and save the world from chaos... While not mixing up anything as they go!

Running Time: Approx. 82 Minutes
SRP: \$14.99



The Secret Village

Inspired by Real-Life Events, Chilling Suspense-Thriller Will Keep You on the Edge of Your Seat!

A chilling suspense-thriller, inspired by real-life events, THE SECRET VILLAGE comes to DVD and VOD, from Vertical Entertainment.

Ambitious, young journalist, Rachel (Alli Faulkner, Twilight: Breaking Dawn Part 1), is determined to make a front-page splash by unraveling the mystery behind an outbreak of strange events in a secretive, small town. She convinces a local (Richard Riehle, Office Space) to clandestinely meet with her to reveal what he knows about the ominous happenings, reminiscent of the Salem ergot poisonings.

However, when her source suddenly dies and her only other ally, Greg (Jonathan Bennett, Mean Girls, Cheaper by the Dozen 2), disappears, all leads come to a dead end and Rachel is left alone to uncover the villagers' deadly secret... Before she becomes the next victim!

Also starring Stelio Savante (Starship Troopers 3: Marauder, A Beautiful Mind).

Running Time: Approx. 93 Minutes
SRP: \$14.99



Amazon's Grocery Business Is About Transportation, Not Groceries



■ JIM TOMPKINS

Companies Need To Understand How This Move Impacts Their Business Strategies

Amazon's online grocery service, Amazon-Fresh, is gaining ground with customers who want to restock their pantries without leaving home. But Amazon's true focus is building its transportation capacity, according to Jim Tompkins, CEO of Tompkins International, in a new podcast titled "What Business Is Amazon In? The Answer Will Change Your Thinking."

"Amazon is not in the grocery business," says Tompkins. "They are in the technology business,

the retail business, and for 51 percent of all Americans, they are in the transportation business."

Tompkins explains that the e-commerce giant is not really expecting AmazonFresh to increase profits. While customers do want grocery delivery, the profit margin is too low. The real competitive advantage lies in its access to customer homes on a regular basis. Amazon is able to use Prime membership and same-day delivery capability to make online grocery work support its true business of delivery and transportation services.

In the podcast, Tompkins explores the top five ways that the giant retailer leverages its grocery business to reach customers with same-day delivery for its thousands of other products. It also reveals how he sees Amazon utilizing the same transportation services to assist business-to-business customers with AmazonSupply.

"Amazon is using grocery to deliver to homes on the average of three nights per week," Tompkins says. "This will not make money. Why is Amazon CEO Jeff Bezos doing this? Because he is also offering AmazonFresh Prime customers 500,000 general merchandise items to be delivered along with their grocery items."

Leaders of companies in retail, consumer goods, distribution, and delivery services will need to understand Amazon's transportation business so they can respond with the right strategies and implement supply chains driven by customer demands.

■ Covermate Introduces



Small Stretch-to-Fit Food Cover Pack

Touch Industries, the makers of CoverMate stretch-to-fit Food Covers, is responding to a growing consumer demand by launching a new small size of its popular product that provides a quick and easy way to keep food fresh. Measuring 2" and expanding to 5", the small cover is designed to specifically fit ramekins, glassware and aluminum cans and complements CoverMate's existing line of Food Covers, which are currently available in variety packs containing different sizes from small to extra-large.

Designed as a superior alternative to conventional foil and plastic wrap products, CoverMate Food Covers are BPA-free, PVC-free and made from FDA compliant food safe materials, making it a convenient tool for the food service industry and commercial kitchens, which already benefits from a complete line of products with sizes big enough to cover full-size sheet pans. Utilizing US patented technology, a super resilient FlexBand is built into each cover, which allows it to perfectly fit and seal any shape dish, bowl, plate or container. The covers are waterproof, sanitary, microwaveable - up to 220°F - dishwasher safe, and reusable.

"The addition of the small pack of CoverMate to our line is just another step to ensure that we provide the right product to cover almost anything in the kitchen from small cans and food storage containers to casserole dishes and even large party platters," says France Guay, Marketing Director.

The small package will be available this spring. A pouch of 12 retails between \$1.69 and \$1.99.



Growth and Change at Bell-Carter Foods

Bell-Carter Foods, Inc., a leader in the specialty condiment business and the nation's largest table olive producer, announced new hires and growth of its executive team. The organization welcomes Matthew L. Amigh as Chief Financial Officer; Doug Reifsteck as Executive Vice President of Operations; and Tom Rickard as Vice President of Retail Sales. Chief Executive Officer, Tim T. Carter, and Vice President of Strategy, Marketing and Organizational Development, James F. Thomas, round out the rest of the Bell-Carter executive team. The diverse backgrounds of the new executive team not only bring innovation and top-tier leadership to the rest of the company, but also drive the brand forward to reach new heights in its industry.

MATTHEW L. AMIGH joined Bell-Carter as CFO in August 2013. Matt oversees the operations of company's finance department. He has held many key finance and operation roles including accounting, treasury, financial planning and analysis, and information technology teams. Prior to joining Bell-Carter, he held key finance and operations roles with leading consumer food-and-beverage organizations, including Mars, Inc., Del Monte Foods and HJ Heinz. His impressive background stems from an education from the University of Pittsburgh, as well as earning a MBA from Robert Morris University.

DOUG REIFSTECK is another new-comer to the Bell-Carter as he joined as Executive Vice President of Operations in August 2013. As EVP of Operations, he is responsible for grower relations, receiving and storage, production, and logistics groups. Doug's food and beverage industry career covers a variety of manufacturing and supply-chain roles. Before joining Bell-Carter, Doug's employers were some of the industry's biggest names, including Frito-Lay, Kraft, Ocean Spray, and E. J. Gallo Winery.

TOM RICKARD is the Vice



■ BELL-CARTER EXECUTIVE TEAM - James Thomas, Vice President of Strategy, Marketing and Organizational Development; Tim T. Carter, CEO; Matthew Amigh, CFO; Doug Reifsteck, Executive Vice President of Operations; and Tom Rickard, Vice President of Retail Sales.

President of Retail Sales; he joined the organization in 2012. Tom's retail food experience began at the age of 6 as he helped his father dust shelves and build store displays. As a young man, Tom's ambition and strong work ethic enabled him to quickly progress up the ranks at Safeway grocery stores, moving from courtesy clerk to cashier and assistant store manager. Tom has held sales and planning roles at Pillsbury, as well as senior management positions at Mezzetta and Sutter Home.

"The entire Bell-Carter family is happy to welcome Matt, Doug and Tom to the team," said Carter. "All three bring expertise and years of experience that we know will help the Bell-Carter and Lindsay brands excel to new levels. We look forward to working together to continue to provide our consumers with the same excellent products they love."

TIM T. CARTER, great grandson of company cofounder Arthur Bell, Carter joined the family business when he was just 15-years-old. Through building relationships and working hard, he has worked his way from the processing floor to the executive suite. As CEO, Carter has brought a lot to both brands through his educational background and life experiences. He prides himself in the relation-

ships that he builds with people and has a deep respect for his family legacy.

Also part of the executive team is JAMES F. THOMAS, better known as "JT", who joined the organization in 2011. He serves as the company's Vice President of Strategy, Marketing and Organizational Development. JT spent more than two decades successfully growing some of the world's largest consumer brands for Diageo and Quaker Oats. After his time with these organizations JT appreciates the broad scope and visibility that a family-owned company like Bell-Carter offers. He feels strongly about being about to see the direct results of his efforts in a smaller company. Having been a collegiate basketball player and coach, he places a strong emphasis on the value of teamwork and training, making him a perfect addition to Bell-Carter. He is a graduate of the University of Alberta, and earned his MBA from California State University East Bay with a dual emphasis in finance and marketing.

As a representation of Bell-Carter Foods, Inc., the values of the executive team and their experience stem from a history of dynamic family, business and educational backgrounds that continue to ensure the success of the Lindsay brand and the satisfaction of its customers.

Top Ten Food Trends to Tempt Our Taste Buds in 2014

Sterling-Rice Group (SRG) has identified the top ten food trends that will be served on restaurant menus and line supermarket shelves across the U.S. in 2014. With a breadth and depth of culinary experience, the brand strategy, research, innovation, and communications firm has counseled and created foods for companies ranging from organic startups to many of the world's largest food companies.

In 2014, consumers will continue to seek healthy options, but with an occasional indulgent splurge. Look for these food trends to go big next year as they move from cutting-edge to mainstream:

1. **Lemon Steps into the Sun:** The often unmentioned brightener of dressings and sauces, lemon shines as a main ingredient in its purest freshest juice or preserved form.
2. **Tea Leaves the Cup:** Black, green, and other leafy brews will bring a healthy, flavorful twist to dinner, desserts, and more.
3. **The Middle Eastern Mediterranean:** Middle Eastern seasonings such as sumac, za'atar, and marash will expand the boundaries - and flavor profile - of traditional Mediterranean cuisine.
4. **Dairy Goes Nuts:** Milk made from cashews, almonds, and peanuts bring dairy-free, luscious flavors to sauces, drinks, and dinners.
5. **The Year of the Yolk:** The creamy, decadent, golden globe will reign - adding richness

previously provided by cheese, dairy, and sauces.

6. **Refined Classic American Eats:** Move over burgers and fries - wedge salads doused in creamy Caesar and other upscale classics take center plate.

7. **The Return of Poaching and Steaming:** Good-bye bland - wine, coffee, beer, and smoky liquids replace water for more flavorful dishes.

8. **Seaweed Goes Beyond Sushi:** Nutritious and full of deep, salty flavor, seaweed shows up as a snack, umami-rich seasoning, and more.

9. **No Ordinary Pasta:** Traditional pastas take a backseat to noodles made of alternative flours, seasoned with global spices, and formed into new shapes of all sizes.

10. **The New Flavors of Farm-to-Table:** Exotic meat - goat, rabbit and pigeon - raised by small-scale producers offer new feel-good protein choices.

SRG's 2014 Top Ten Food Trends were compiled with the expertise of SRG's culinary council - a team of more than 100 famous chefs, restaurateurs, and foodies - and feature examples of cutting-edge restaurants and brands leading the way for each trend. An extension of Culinary Shifts(TM), SRG's proprietary research based on key societal shifts driving long-term food trends, the predictions provide insight for food industry companies to better develop, position, market, and sell food products.

32 Hospitality



WHITE CASTLE celebrated the grand reopening of its Hilliard restaurant at 1550 Hilliard-Rome Road in Columbus, OH on December 8. The rebuilt Castle restaurant incorporates technology that leads the restaurant industry while maintaining old school dining options and keeping 40 jobs.

White Castle Debuts New State-of-the-Art Restaurant

Columbus Restaurant Offers Many 21st Century Innovations

White Castle celebrated the grand reopening of its Hilliard restaurant at 1550 Hilliard-Rome Road on December 8. The rebuilt Castle restaurant incorporates technology that leads the restaurant industry while maintaining old school dining options and keeping 40 jobs.

The 38-foot by 74-foot building seats up to 48 guests and includes drive-thru service. It includes self-ordering stations for guests to choose their meals from a touch-screen menu. Just like the original White Castle restaurants, seating will be available at a front counter. An open kitchen design allows guests to watch their orders being made from start to finish. The updated design is enhanced with a Coca-Cola

Freestyle fountain dispenser.

The sleek, stylish Coca-Cola Freestyle fountains are touch-screen operated, enabling Cravers to select from more than 100 regular and low-calorie brands including waters, sports drinks, lemonades and sparkling beverages.

"White Castle's had a presence in Columbus since the 1930s," said Chris Shaffery, White Castle regional director. "As we explore new locations to open Castles, we know how important it is to reinvest in the cities where we're currently located. As a family-owned business for more than 90 years, we've learned to listen to the feedback from our Cravers and to offer new innovations to make the White Castle experience more memorable than ever before."

The newest White Castle serves the chain's famous fare, including the iconic Original Slider 24 hours a day, seven days a week. Breakfast is served from midnight until 10:30 a.m.



General Manager Tyler Fields shows a customer how to use the self-ordering kiosk.



The location features an open kitchen design.



A customer tries the new Coca-Cola Freestyle machine.



Just like the original White Castle restaurants this one has a counter with seating for guests.

Chocolate Works Sweet Franchise Opens in Manhasset

Manhasset is the latest Long Island town to get a big dose of pure sweetness. Chocolate Works, the franchise concept that transforms the corner candy shop into an interactive chocolate factory experience, has opened its third Long Island franchise this quarter. The new Manhasset store is located at 346 Plandome Road.

Owners Ann and Brian Jackelow, who also reside in Manhasset, opened for business in December.

"After attending a friend's child's birthday party at the Valley Stream location, I knew Manhasset needed to have a Chocolate Works of its own," explains Ann Jackelow. "At first I didn't think I'd be the one to open it, but when I thought of the perfect location, I knew we had to do it. We have very strong ties to the community and the idea of bringing so much sweet happiness to our town is really fun."

"The thing that makes Chocolate Works so unique is that it's not just a retail store, and it's not just a birthday party place," added Ann. "I think the consensus is that Manhasset, especially Plandome Road which is the equivalent of our Main Street, can really use a fun place for kids (of all ages) to go and have a good time. People get excited about the chocolate, about having a new place for parties and events, and especially about the prospect of having great ice cream without having to drive to the surrounding towns!"

The Chocolate Works franchise concept is the brainchild of second-generation chocolatier and owner, Joe Whaley, a West Point graduate and Iraq war veteran, whose family has been crafting and selling high quality gourmet chocolates for over 40 years. What sets Chocolate Works apart is its unique 3-tier model for satisfying the public's sweet tooth. The combination of chocolate and candy retail, on-site parties and workshops, and custom corporate products, offers multiple opportunities to generate revenue and community relationships.



■ CHOCOLATE WORKS franchisee/owners Ann and Brian Jackelow, their three children: Braeden, Caitlyn, and Kylie, and their Chocolate Works Manhasset staff at their Grand Opening.



■ OPEN FOR BUSINESS - Braeden Jackelow, age 5, behind the register and ready for customers. Manhasset is the latest Long Island town to get a big dose of pure sweetness. Chocolate Works, the franchise concept that transforms the corner candy shop into an interactive chocolate factory experience, has opened at 346 Plandome Road.



■ CHOCOLATE WORKS OPERATORS Brian and Ann Jackelow pictured with Santa Claus, one of Santa's helpers, and the giant Jelly Belly.



■ A view of the Party Room.



■ Chocolate Fountain



■ CHOCOLATE WORKS carries a wide selection of chocolates perfect for gift-giving.



■ By the Bulk!



■ Mouth-watering assortment of truffles.



■ M&M dispensing machine.

34 SeaFoods

Crystal Seas Oysters Ensures Safety with Irradiated Crystal Clear Oysters

Crystal Seas Oysters is taking strides to ensure safety with their Crystal Clear Oysters - live, in-shell oysters that have been irradiated and tested to ensure safe, high-quality, reef-fresh flavor all-year long. Mississippi Gulf Oysters have always been prized for their plump rich meat and subtle flavors of the sea, but with Crystal Seas Oysters' irradiation process, seafood lovers can feel even better about consuming their favorite shellfish.

Crystal Clear Oysters are unique because they have been irradiated to reduce *Vibrio*, a naturally occurring bacteria that can cause severe illness, to non-detectable levels. During the summer months, shellfish safety can sometimes be questionable

when a high concentration of the dangerous *Vibrio* bacteria is present. This is no longer a concern with the Crystal Seas Oysters' irradiation system, which also prolongs shelf life and allows oysters to remain cold throughout the irradiation process. To do this, Crystal Seas Oysters uses a \$5 million food irradiation facility located at the Gulf-



port-Biloxi International Airport. Crystal Clear Oysters are one-of-a-kind because they are still alive after the process, so they can be served raw on the half shell.

"Mississippi's fresh, plump oysters are considered one of the gems of the Gulf seafood industry," says Brooke Goff, Mississippi Seafood Marketing Program. "We grow up shucking oysters fresh from the Gulf and enjoying them in a variety of dishes. Crystal Clear Oysters provide the same exceptional fresh flavors but without the concern for safety."

Crystal Clear Oysters deliver reef-fresh flavor and are kept cold from sea-to-table to ensure a delicious, high quality, consistent product year-round. High in protein and low in fat, oysters

are a tasty, versatile staple of the coast. Crystal Clear Oysters are so fresh and flavorful, they can be eaten raw on the half-shell or prepared in variety of ways including broiling, steaming, baking and frying. Crystal Clear Oysters are tested for quality and safety so consumers can feel good about serving them to friends and family.

Blake's All Natural Foods Strengthens Management Team

Hires Amy Peterson as Marketing Manager

Blake's All Natural Foods is thrilled has announced the addition of Amy Peterson to its management team. Peterson joins Blake's after eight years at Storyfield Farm in Lon-

donderry, NH. At Blake's, Peterson will take on the role of marketing manager and will direct the company's marketing and social media efforts.

During her time at Storyfield Farm, Peterson held a variety of roles including social media manager, assistant marketing man-

ager, and senior graphic designer. Prior to her time at Storyfield Farm, Peterson worked for four years as a graphic designer at Steffian Bradley Architects in Boston, MA.

Born and raised in New Hampshire, Peterson graduated from Colby-Sawyer College in New London with a Bachelors of Fine Arts in Graphic Design. With her strong background in marketing, social media, and graphic design, Chris Licata, President of Blake's All Natural, is confident that Peterson will be a valuable asset to the company.

"As a growing family business, it is important to have people on our team that



AMY PETERSON

can take on multiple roles," said Licata. "Amy's background and personality are a perfect fit for Blake's and we couldn't be more excited to have her as part of our management team."

Peterson added, "Blake's values are built around family and are rooted in four generations - and counting. I not only believe in the quality of their product, but I also feel honored they made a space at

the family table for me."

Peterson will work out of Blake's All Natural Foods' office based in Concord, NH. In her free time, she enjoys hiking local trails, volunteering, and spending time with her family.



"2014 NSA CALENDAR OF EVENTS"

Florida Region

- **NSA Golf Tournament & Scholarship Dinner Ceremony**
April 30th, 2014 - Weston Hills Country Club

Golf Tournament proceeds benefit the NSA Scholarship Fund to help many students in the South Florida area to achieve a college education. Applications are distributed thru our members' stores to make sure that beneficiaries are within the communities we serve. During the dinner ceremony the NSA Board will award the students with their scholarships.

- **NSA 1st Annual DSD Trade Show**
- **Nothing can replace meeting face to face**
- **October 9th, 2014 - Milander Center**

Opportunity for companies to showcase and sell their products and services within this unique show format. It is a great occasion to network with the Supermarket owners and managers as they prepare for the Holiday Buying and Advertising season.

- **IV Annual NSA Banquet**
November 22nd, 2014 - Intercontinental Hotel

This end of the year Celebration recognizes and awards Vendor of the Year and Member of the Year. Use this unique opportunity to strengthen and increase your company exposure with the whole NSA Membership.

Sponsorship opportunities are available for all the NSA 2014 events. Further information will be provided as calendar of events approaches. Any additional questions, please contact us at 954-704-1188.

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Landana 1000 Days Takes Gold at World Cheese Awards

Landana, a premium specialty cheese brand of Vandersterre Groep (The Netherlands), has been recognized with a golden award at the World Cheese Awards in Birmingham, England.

2,777 cheeses participated at the world-famous cheese show, which is organized by United Kingdom's Guild of Fine Food. In the category "Gouda made before 1/12/2012," Landana 1000 Days convinced a jury of 250 cheese experts with a full,

intense but very refined taste, which reflects the Dutch time-tested cheese makers' tradition. This special cheese naturally ripens for at least 1000 days under perfect ripening conditions, which guarantee the best quality. The fine mineral and protein crystals are visible signs of its masterful maturation.

Landana 1000 Days is part of the Landana "Premium Quality Cheese" range. Landana is a delicious Dutch cheese of distinction, loved for its unique, creamy flavor, incredible quality and wide range of flavorful varieties. Landana cheeses are prepared using traditional cheese making techniques that have been handed down from generation to generation; methodology has changed very little over time.



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36 Technology



■ THE RITE-LITE FLEXNECK LED Dock Light features a multi-articulating arm made from molded nylon links.

Rite-Hite Debuts Innovation in LED Dock Light Technology

Rite-Hite – a manufacturer of loading dock equipment, industrial doors, safety barriers and high-volume, low-speed industrial fans – has introduced a new LED dock light design called the Rite-Lite Flex Neck LED Dock Light. The new light incorporates Flex Neck Technology, which offers enhanced flexibility and adjustability when lighting a trailer or container at the loading dock.

The new Rite-Lite Flex Neck LED Dock Light features a multi-articulating arm made from molded nylon links. The links offer multiple bend points for increased flexibility at the loading dock. The bend points can be easily modified in the field to address unique needs, or obstructions that may be encountered at a dock opening. In addition, the links can be tightened, if necessary, to eliminate the sagging that often occurs with traditional metal snake arms.

The Rite-Lite Flex Neck LED Dock Light incorporates a variety of other features that are important for loading dock operations. There are four different settings with visual indicators to clearly identify the current level of lighting, allowing users to select the desired level of light output. In addition, an optional, auto-dimming feature senses when a forklift or person exits a trailer and automatically dims the light to reduce glare. Finally, the light incorporates a dimming feature that recognizes when the light has been on for more than 30 minutes, with no activity in the trailer, and automatically resets the light to its lowest setting. All of these features help to reduce power consumption, while offering more lighting options for loading dock operators.

The Rite-Lite Flex Neck LED Dock Light incorporates an aluminum-cast, impact-resistant head designed to take incidental impacts from forklifts and overhead doors. The light uses CREE LEDs that consume just 18 watts of energy while outputting 925 lumens. The light is rated for 175,200 hours of service life.

Money Machine 2 Coin Counter



Cummins Allison, the leading innovator and provider of currency, coin, check handling solutions and automated teller machines (ATMs), today announced a new addition to its coin products: Money Machine 2 self-service coin counter. New features include greater overall capacity with 16 sorted bags, innovative bag management tools, counts that are more accurate than ever and a quieter, more cost-effective product. Cummins Allison offers free assessments to help grocers and supermarkets determine what equipment and service combinations best meet their business objectives.

Money Machine 2 coin counter is the only self-service coin machine to offer 16 sorted-bag capacity, making it easier to manage and transport

coin, and providing more flexibility for coin collection and pickup. Money Machine 2 sorts coin by denominations into up to 16 high-volume bags, for a combined capacity of 72,000 coins. Bag stations roll out for easy access and changing. Customer service personnel will appreciate the highly visual bag management system displayed on the unit's LCD. Steps for changing full bags are simplified and the interactive display keeps training to a minimum.

Grocers can also select a high-capacity bin unit, featuring ultra-strong polymer bins that are easy to change using Cummins Allison's lightweight dollies. Bins can be stacked for convenient storage. Bin models feature up to 70,000 mixed coin capacity.

QUIETER OPERATION, RELIABLE PERFORMANCE

Customers prefer quick, quiet and reliable operation; Money Machine 2 satisfies all those needs. New sound-deadening components throughout the machine result in quieter operation.

Money Machine 2 counters can differentiate coins more precisely, providing more accurate counts for increased customer and service personnel satisfaction.

Money Machine 2's graphic options allow you to create your own design to match your brand or use our brightly colored Cummins Allison branded graphics in red and yellow.

High-Performance Cree LED Lighting Shines Brightly at Raley's Petroleum and C-Store

Cree LED Lighting Delivers Savings and Rapid Payback at New South Lake Tahoe Location

As part of its commitment to sustainable operations, Raley's Family of Fine Stores selected energy-efficient LED lighting by Cree, Inc. to illuminate its new petroleum station, car wash and convenience store in South Lake Tahoe, CA. Featuring advanced LED technology paired with an integrated dimming system, Cree lighting delivers improved light quality combined with reduced energy consumption and maintenance costs for the store, with payback in less than one year.

Sixty Cree LED luminaires illuminate the South Lake Tahoe store, generating significant energy savings compared to the fluorescent, metal halide and halogen fixtures used at Raley's existing Fair Oaks, CA, location. Cree's interior and exterior fixtures deliver exceptional color rendering, light quality and distribution and allow the use of fewer fixtures than required with traditional lighting.

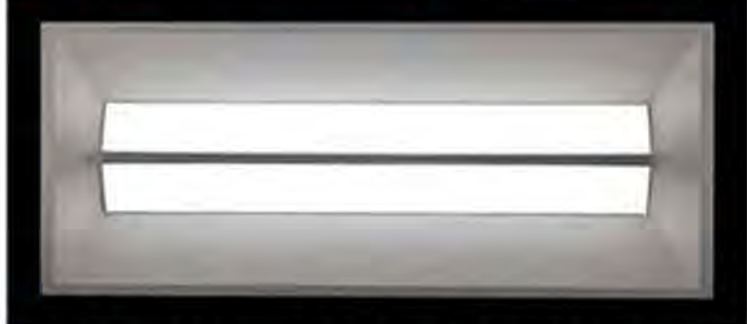
The new Cree lighting system includes Cree 304 Series recessed soffit luminaires and Cree CR24 troffers in the convenience store along with Cree 304 Series recessed canopy luminaires installed over the fuel canopy deck and Cree 227 Series recessed soffit luminaires in the car wash bay. Cree Edge wall-mount security luminaires, as well as post-top and arm-mounted luminaires provide further exterior lighting in the parking lot.

"Implementing energy-efficient LED lighting supports our goal of reducing overall energy consumption at new stores and in upgrades to our 128 locations," said Randy Walther, energy and utility manager, Raley's. "We found a valued partner in Hi-Def Lighting & Electrical, Inc. [formerly Filner Construction, Inc., dba Filner Electric] who met our needs with high-quality Cree LED lighting equipped with a sophisticated control system for remarkable savings and light quality."

Featuring an optional integrated sensor, Cree luminaires help



■ RALEY'S FAMILY OF FINESTORES, as part of its commitment to sustainable operations, selected energy-efficient LED lighting by Cree, Inc. to illuminate its new petroleum station, car wash and convenience store in South Lake Tahoe, CA.



■ CREE'S interior and exterior fixtures deliver exceptional color rendering, light quality and distribution and allow the use of fewer fixtures than required with traditional lighting.

Raley's conserve energy and meet California's daylight control requirement at the South Lake Tahoe store. Cree luminaires in the car wash, for example, operate at 20 percent power until the occupancy sensor brings them to full power and then dims them when not in use.

An additional benefit of the Cree lighting installation is the universal drivers that provide continuous illumination during periodic brown-outs that are common to the area. "In South Lake Tahoe, the voltage will drop as much as 30 percent during hot afternoons creating multiple problems with electrical

systems," said Walther. "Cree luminaires are unaffected by these erratic voltage drops and continue performing at peak efficiency due to dependable drivers that include AC input protection."

"Raley's is fast becoming a model of energy efficiency in the petroleum and convenience store industry," said Mike Bauer, vice president sales, lighting at Cree. "Cree offers a full suite of energy-efficient lighting for 24/7 operations, helping Raley's continue its mission toward environmental stewardship, while supporting their bottom line."

Ishida's WM-4000 Wrapper Seals the Deal



Ishida and Rice Lake Retail Solutions have announced the release of a new wrapper for North American retail marketers, the WM-4000, a fully automatic tray wrapper capable of speeds up to 35 parts per minute. Unlike competing models, the WM-4000 offers an auto-sensing feature that automatically detects tray size, and pre-stretched film for improved package appearance.

The full-size WM-4000 brings users the convenience of an all-in-one wrapping station that also weighs and labels each tray. Ideal for grocers, specialty shops and retail suppliers, WM-4000's print and apply feature can also be modified to fit any package orientation.

Rice Lake Retail Solutions is a division of Rice Lake Weighing Systems, a family-owned, ISO 9001 certified corporation based in the United States. Headquarters, metrology laboratory and main manufacturing plant are located in Rice Lake, Wisconsin with support facilities throughout the world including North America, South America, India and the Netherlands.

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Mark Verdi Named C&S Wholesale President

C&S Wholesale Grocers, Inc. has announced the appointment of Mark Verdi, an experienced global finance and operations executive, as President, a new position at the Company. Verdi will assume his responsibilities on March 1.

A native of Springfield, Vermont, Verdi joins C&S from Bain Capital, where he is a Managing Director and Co-head of the private investment firm's Global Portfolio Group, which works with the management teams of the businesses it owns to define and execute growth strategies, enhance their operations, and improve organizational effectiveness. Prior to joining Boston-based Bain Capital in 2004, Verdi led the Financial Services Business Transformation Group at IBM Global Services, and was a member of the leadership team that spearheaded the acquisition and integration of the consulting arm of PriceWaterhouseCoopers into IBM. From 1996 to 2001, Verdi was Senior Vice President of Finance and Operations of Mainspring, Inc., a publicly held strategy consulting firm. He started his career at Price Waterhouse in 1988, holding positions of increasing responsibility.

"Mark Verdi is a great addition to our management team who brings world class leadership and management skills and has a proven track record of strengthening teams and improving operations at large, fast-growing



MARK VERDI

companies and global brands," said Rick Cohen, Chairman and Chief Executive Officer of C&S. "I have gotten to know Mark well over the last two years, and am confident he will take our strategic execution and day-to-day operations to a new level as we continue to accelerate our growth, deliver exceptional service and value to our customers, and create rewarding career opportunities for our employees."

Cohen will remain fully engaged in driving the success of the business by focusing primarily on driving strategy and innovation, and on finding new ways to grow and provide extraordinary service to the entire C&S family of customers.

"I am delighted to partner with Rick and the management team

of this extraordinarily successful company at an exciting time in its development," Verdi said. "I have spent most of my career working with management teams across a variety of industries to execute growth strategies and improve operational excellence. I am excited to be a part of C&S as I wanted my next career chapter to be a leadership role in a growing company that has great opportunities ahead. And, this is in many ways a homecoming as my family is elated to return to the area where we grew up."

Target Tests New Quick-Trip Store Format

Continued from PAGE 2

popular shopping experience. Customers who stop in to shop this scaled-down space will still find bright lights, clean aisles and a team focused on helping them find everything they want and need.

As urban shoppers are more spontaneous and focused on im-

mediate use vs. stocking up, everyday essentials will be front and center with products in Beauty, Pharmacy, Grocery and Commodities. Assortments will include smaller pack sizes and items geared toward instant consumption, like grab and go sandwiches. And the store will also include a variety of merchandise not

found at other quick-trip stores, including: a curated assortment in Home, Electronics, Seasonal offerings, as well as a "Fan Central" area featuring University of Minnesota-specific merchandise. "We'll carefully evaluate this new format to determine plans for future growth, so stay tuned," Griffith says.

Sargento's Mark Rhyan Dies

Continued from PAGE 2

transportation that are helping us successfully meet the challenges of our growing company.

His greatest achievement, though, is how he has guided the development of his teams and Sargento as a whole. Mark was a champion of their corporate culture, and was passionate about "doing it right the first time." He served as a mentor to many, and his actions and attitude motivated those around him to excel. His work and inspiration shaped a generation of men and women to be leaders at Sargento and in the community.

Mark made many contributions to the local community as President of the Plymouth Board of Education, and served on the Boards of Directors for the Sheboygan County Economic Development Corporation, US Bank in Sheboy-

gan, and the First Congregational UCC Church Council. Additionally, he has taught Junior Achievement classes and coached youth athletics. In 2011, Mark received an Educational Leadership Award recognizing his instrumental role in the development of the LTC/ Plymouth High School Science and Technology Center.

Mark, a Founder's Ring recipient in 2012, will be greatly missed by the Sargento family. He served not only as an inspirational leader, but also a mentor, contributor, volunteer, at times a stand-up comedian, but most important, a dependable and loving husband, father and friend.

Succeeding Mark Rhyan as EVP-Operations at Sargento is Mike McEvoy. Manufacturing, engineering, quality systems, procurement, logistics and distribution services will now report to him. "I am confident that Mike's experience, un-

derstanding of our corporate culture and collaborative leadership style will ensure his success in this new role," commented Louie Gentile, CEO. "He has the support of the Operations Team, and throughout his tenure here, Mike has earned the trust and respect of the entire Sargento family."

Mike earned his bachelor's degree from St. Norbert College and MBA from Cardinal Stritch University, and completed the Executive Education Program at the University of Virginia Darden School of Business. He joined the company in 1998 and has held a variety of increasingly responsible positions at Sargento including Trade Promotion Manager, Marketing Manager, General Manager, VP-Sales, and most recently, President - Food Ingredients Division. Prior to joining the company, Mike worked in the transportation industry.

Alfalfa's Announces Second Store to Open in Louisville

Alfalfa's Market recently signed a lease for a second store, which will be in Louisville, CO, and is slated to open this April. The new 27,800 sq. ft. Alfalfa's store will anchor Center Court Village, a mixed-use residential and retail center being constructed by Loftus Developments of Boulder.

"We have received a tremendous outpouring of support from the Louisville community," said Mark Retzlaff, President and co-founder of Alfalfa's Market. "In fact, earlier this year when the developers were trying to woo a retail store for Center Court Village, more than 800 Louisville residents sent me personal letters — many including alfalfa seeds — asking Alfalfa's to open a store in their community."

The Louisville Alfalfa's store will be similar in size to the company's original store on Broadway and Arapahoe in Boulder, which opened in April 2011. The focus will be on organic, non-GMO natural foods and locally grown produce and products. It will include a produce department that is 90% organic, extensive meat, seafood and cheese & charcuterie departments featuring naturally and sustainably raised items. Additionally, the store will have a large eat-in café and outdoor space, as well as a coffee bar, organic juice bar, hot and cold prepared foods, in-house scratch bakery, sushi station run by local favorite, Sushi Zanmai, and an organic salad and soup bar.

By opening a second store in the fast-growing community of Louisville, Alfalfa's expects to provide greater convenience to Boulder County residents by serving Louisville, as well as east Boulder, Lafayette and Erie.

"Louisville residents are thrilled to have Alfalfa's coming to town," said Bob Muckle, Mayor of Louisville. "We have wanted a natural foods retailer to come to town for a long time, and think that the store's presence will rejuvenate the area at the north end of Main St. We're also pleased that Alfalfa's is a locally owned company, because we know the wages paid and money spent in the store will stay in the community."

Stantec Design of Boulder, CO, will develop the interior and experiential design for the new store. PEH Architects, also of Boulder, will provide architectural services and Roche Constructors, Inc. of Greeley, CO, will provide general contracting services. As part of the Center Court Village development, additional retail space will open along with Alfalfa's next Spring, and 111 individual studio, one-, two- and three-bedroom apartments will open in Fall of 2014.

Peter McMahon Named Shopko CEO

Continued from PAGE 1

Shopko. "McMahon commented, "I am delighted to be joining the talented team at Shopko and consider it a privilege to be given this opportunity to lead their top-notch and experienced senior leadership group, as well as a committed and hard-working supporting team, both at headquarters and

in the field. Shopko has established and is executing a winning strategy to provide a broad general merchandise offering with best-in-class quality retail health services to smaller underserved markets. I'm extremely optimistic about the company's future potential and am eager to get to work."

Shopko is owned by an affiliate of Sun Capital Partners, Inc.

DeMet's Candy Company Being Sold to Godiva Owner

Continued from PAGE 2

plants, bringing approximately 150 jobs to Big Flats, NY while significantly investing in and upgrading the other. After the closing, Peter Wilson, the company's CEO, will be joining Brynwood Partners VII L.P., Brynwood Partners' most recently raised fund. The rest of DeMet's Candy's management team will remain with the company.

"We are delighted to announce

the divestiture of DeMet's Candy," said Hendrik J. Hartong III, Chairman, DeMet's Candy and Senior Managing Partner, Brynwood Partners. "This investment highlights Brynwood Partners' unique operational capabilities in the private equity sector. We originally formed DeMet's Candy in 2007 to acquire the Turtles brand in the U.S. from Nestlé USA and combined it with the Flipz brand, which we had acquired from

Nestlé USA in 2004. After forming DeMet's Candy we quickly hired a management team, with whom we have worked collaboratively, to create significant shareholder value. We are grateful to DeMet's Candy's management team and all of the hard working employees in the manufacturing plants for their tireless efforts under our ownership. We wish Yildiz success with this outstanding company."

Supervalu Names Gerald Storch Chairman

Continued from PAGE 1

food and specialty retailing makes him especially well qualified for this role."

"At the same time, we are very grateful to Bob Miller, who is truly a giant in the retail grocery industry, for his service on the Supervalu Board of Directors. The Board will continue to consult with Bob as a non-paid advisor to the Board as we move forward, and we are both pleased and fortunate that Bob is willing to assist in this capacity," concluded Francis.

Storch is chairman and chief

executive officer of Storch Advisors, a senior management advisory and consulting firm that focuses primarily on retailing, e-commerce, consumer products and services, and consumer financial services. From 2006-2013, Storch was chairman and chief executive officer of Toys "R" Us, where he helped grow the company into a \$13 billion global retailer, including expanding the company's e-commerce business and overseeing several large-scale mergers and acquisitions.

Prior to his tenure at Toys "R" Us, Storch served as vice

chairman of Target, a \$70 billion retailer. During more than a decade with Target, Storch led the retailer's e-commerce site, target.com, the Target grocery business, and the Target Financial Services credit card business, and oversaw Marshall Field's Department Stores. He currently serves as a member of the Board of Directors of Bristol Myers Squibb and Fanatics. Storch received a Master of Business Administration from Harvard Business School, a Juris Doctor from Harvard Law School and holds a Bachelor of Arts from Harvard College.

Publix Miami Division V.P. to Retire

Continued from PAGE 1

coming a store manager in 1995 and Jacksonville Division district manager in 2003. He has been a regional director in the Atlanta Division since January 2009.

"With Kevin's passion, commitment to Publix and strong operational knowledge, he's the ideal candidate to continue to promote the Publix culture of developing associates and enhancing the customer shopping experience," said

President Todd Jones.

Murphy received the prestigious George W. Jenkins Award in 2000 and the President's Award in 2007. The George W. Jenkins Award honors Publix managers who consistently work to make their workplace the best it can be. The President's Award honors Publix managers who are committed to workplace diversity.

Murphy and his wife, Christina, will be relocating to the south Florida area.

Following Three Years of Declines

6-10% U.S. Sales Growth for Fine Wine in Forecast

Silicon Valley Bank, a leading provider of commercial banking services to the innovation sector and the wine industry, has released its Annual State of the Wine Industry Report. Based on a survey of nearly 650 West Coast wineries, in-house expertise and ongoing research, the report covers trends and addresses current issues facing the US wine industry. The report offers unique data and observations that help wine business owners and managers think critically about their business strategies.

"Despite news to the contrary in recent months, wine supply is in balance heading into 2014 and we expect the highest rate of sales growth since the recession, despite a tough economy," said Rob McMillan, founder of Silicon Valley Bank's Wine Division and author of the report. "News is good for the consumer: demand is up, supply is in good shape and pricing is stable. For the winery, however, grape costs and flat consumer pricing means lower profitability."

"While this year is ultimately expected to be a healthy one for US wineries, if we peer into the future 5-7 years, we believe the headwinds will increase significantly as more Baby Boomers retire," McMillan said. "50 and 60-somethings purchase about half of fine wine in the US. As they retire, and their purchasing power declines, the younger generation can't pick up the slack immediately, due to lower income, and access and the proclivity to purchase more foreign wine. Astute fine wine producers will be adjusting their strategies accordingly."

Key findings and predictions from SVB's Annual State of the Wine Industry Report Project:

- **SHORT-TERM:** Continued growth in the demand for wine and limited pricing power for producers.
- **LONG-TERM:** Baby Boomers' declining demand for wine will not be immediately replaced by Millennials' demand, impacting the ability for wineries to sustain their current rate of growth.
- **SUPPLY:** Expect final numbers on the 2013 harvest to reach 3.94 million tons, which is the second largest harvest on record in California after 4 million tons harvested in 2012.
- **SALES GROWTH:** In fine wine, sales growth is predicted to be in the range of 6-10 percent in 2014, which is the first increase in three years.
- **PRICING:** Bottle pricing will remain stable, increased grape and bulk wine costs are not being passed onto the consumer, therefore winery gross profits will be down.
- **DEMAND:** Luxury wines and \$10-\$18 bottles will see greatest growth in demand.
- **M&A:** Mergers and vineyard acquisitions will continue at a record pace. Read the full report.



SMIRNOFF's deliciously indulgent Confections line: new Wild Honey and Cinna-Sugar Twist, both create the perfect treat for dessert lovers. Smirnoff Wild Honey Flavored Vodka blends the pure sweet taste of golden honey with a wild side of floral fruitiness, while Smirnoff Cinna-Sugar Twist Flavored Vodka combines an indulgent, irresistibly sweet and smooth taste.

UnitedHealthcare Medication Adherence Tip Challenge

Navarro Discount Pharmacy a Winner

Navarro Discount Pharmacy has been recognized as a winner of the 2013 UnitedHealthcare Medication Adherence Targeted Intervention Program (TIP) Challenge benefiting the National Association of Chain Drug Stores (NACDS) Foundation, in the small retail pharmacy chain and independent community pharmacy category. Navarro was recognized for its ability to successfully address gaps in medication adherence among a subgroup of UnitedHealthcare Medicare Advantage-Part D plan members.

"Lack of medication adherence has serious health implications and is the No. 1 reason why people become hospitalized. People taking medications, especially seniors, face many challenges such as consistent timing, interactions with food or other medicines taken and not understanding the need to take their medicine as prescribed," Juan Ortiz, Navarro's Chief Executive Officer told TODAY'S GROCER. "The opportunities Navarro offers its customers make it easier to adhere to prescription regimens and keep track of medications, thus improving quality of life and health outcomes."

UnitedHealthcare created the challenge to recognize the pharmacies in its network that have been most successful at helping its Medicare Advantage-Part D plan members take their prescription medications ap-



■ **TIP CHALLENGE WIN** Pictured (left to right) are: Kathleen Jaeger, President, NACDS Foundation; Laura Crandon, Vice President, UnitedHealth Group Alliances; Juan Ortiz, CEO, Navarro Discount Pharmacy; Kirk Pumphrey, Vice President, Medicare Part D Product, UnitedHealthcare Medicare & Retirement; and Steven C. Anderson, IOM, CAE, Chairman, NACDS Foundation, Board of Directors/President and CEO, National Association of Chain Drug Stores.

propriately, thereby helping to enhance their health and well-being. UnitedHealthcare donated \$10,000 to the NACDS Foundation on behalf of each of the 10 winning pharmacies – five in the large retail pharmacy chain category and five in the small retail pharmacy chain and independent community pharmacy category, including Navarro Discount Pharmacy.

The winners of the 2013 UnitedHealthcare Medication Adherence TIP Challenge were selected based on their ability to successfully address gaps in medication adherence among a subgroup

of UnitedHealthcare Medicare Advantage-Part D plan members. The pharmacies in each challenge category were ranked based on their ability to successfully address gaps in customers' medication adherence.

"I'm proud of the work that our clinical team performed to help support our patients in their medication therapy. We are committed to improving the health and wellness of our patients and to the Navarro quality standard of patient service," said Carla Wertman, director of pharmacy operations for Navarro.

Chloe's Soft Serve Fruit Pops

The "Coolest Way to Eat Fruit" Launches

In 2009, Chloe's Soft Serve Fruit Co started as a small idea with the hope of filling a large void in the frozen treat market. With its chic Manhattan storefront attracting crowds, the company has quickly turned into a gastronomical phenomenon, setting a new standard for the industry. Now a version of the popular Soft Serve Fruit, created by Chloe Epstein, mom of three and her partner, tri-athlete Michael Sloan, is available nationwide as a consumer packaged good. Chloe's Soft Serve Fruit Pops, packaged for retail as 'Chloe's Naturally 3 Pops' come in strawberry, mango and raspberry 4-packs, each pop is 2.5 FL OZ. The suggested MSRP is \$3.99-\$5.99. H-E-B is the first retailer to launch the product and national expansion of the retail brand will continue throughout 2014 through select retailers.



New Shopping Center Development in Chicagoland Improves Significantly

Grocery-Anchored Projects to Continue Driving Development in 2014

Development of shopping centers in Chicagoland continues to improve, with a 98.7% increase in total square feet from 2012 to 2013 according to Chicagoland 2014 Shopping Center Report by Mid-America Real Estate Corporation. With approximately 2.26 million square feet developed in 2013 compared to 1.14 million in 2012, it is apparent that development is continuing to improve significantly in Chicago, but is still recovering from the dramatic downturn in 2008.

Expectations continue to increase for the coming years. Andy Bulson, Mid-America principal/vice president and author of the Shopping Center Report, anticipates the return to an even healthier level of development in 2014. The Report estimates 2.64 million square feet of development for the year to come.

"We are still significantly below the 30-year average since we began tracking development, however, continued growth seems likely," says Bulson.

GROCERY CONTINUES TO DRIVE ACTIVITY

As in previous years, grocery continues to drive development activity. 10 of the 15 planned centers in 2013 were grocery-anchored, and 14 of the planned 17 in 2014 will be grocery-anchored, as well. Mariano's is leading the grocery development in Chicago with 348,000 square feet developed in 2013 and an additional 683,000 possible for 2014. Walmart trails Mariano's in planned square footage development for both 2013 and 2014.

While re-tenanting of a box is not tracked in this Report, Dominick's decision to move out of Chicago will still affect new development. "The re-tenanting of old Dominick's locations will satisfy the growth needs of many retailers, therefore potentially stalling new development projects that are anticipated for 2015 and beyond," says Bulson.

SELF DEVELOPMENT BY MAJOR RETAILERS

As predicted in the 2013 Report, Chicago-based development is improving. While self-development by major retailers is still

very common, local development is re-emerging. In 2013, 490,000 square feet were self-developed by Target, Costco, and Menard's. An additional 634,000 square feet of self-developed projects are planned for 2014, two of which are being developed by Walmart. Walmart, Costco, and Menard's will likely continue to prefer to develop their own sites.

78% of new development in Chicagoland in 2013 was by developers. This trend is expected to continue in 2014, with 76% of planned projects to be completed by developers.

"We expect to continue to see self-development as the preferred deal structure for many retailers in the coming years, which will require local developers to take advantage of local insights and relationships to create opportunities that box retailers are excited about," says Bulson.

CHICAGO SUBURBS MAKE A COMEBACK

Unlike previous years' data findings, the majority of planned development in 2013 was focused in the suburbs of Chicago. As reported in the 2013 Shopping Center Re-

port, 4 of the 7 new projects in 2012 were in the city of Chicago. In 2013, 5 of the 15 new projects were in the city.

"The city, with tremendous population densities and buying power, will continue to be a safe bet for retailers. However, as the recovery continues and big box vacancy improves, new development in the suburbs will be required to meet the growth needs of retailers," says Bulson.

Looking forward to 2014, there is a well-balanced mix of development planned for the city and the suburbs. 11 of the 17 planned projects in 2014 will be in the suburbs of Chicago.

LOOKING AHEAD TO 2014

Shopping center development will continue to increase in 2014, with a total of 2.64 million square feet planned.

Grocery-anchored projects will continue to drive development, but will also be an area to watch as Dominick's exit from the Chicago market begins to affect development plans.

A favorable mix of planned development in the suburbs and city will continue into 2014.



Prepárate para impresionar

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

Cremosa Pasta de Aceitunas

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

Ingredientes

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

Instrucciones

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



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